

ALLAN HERSCHELL

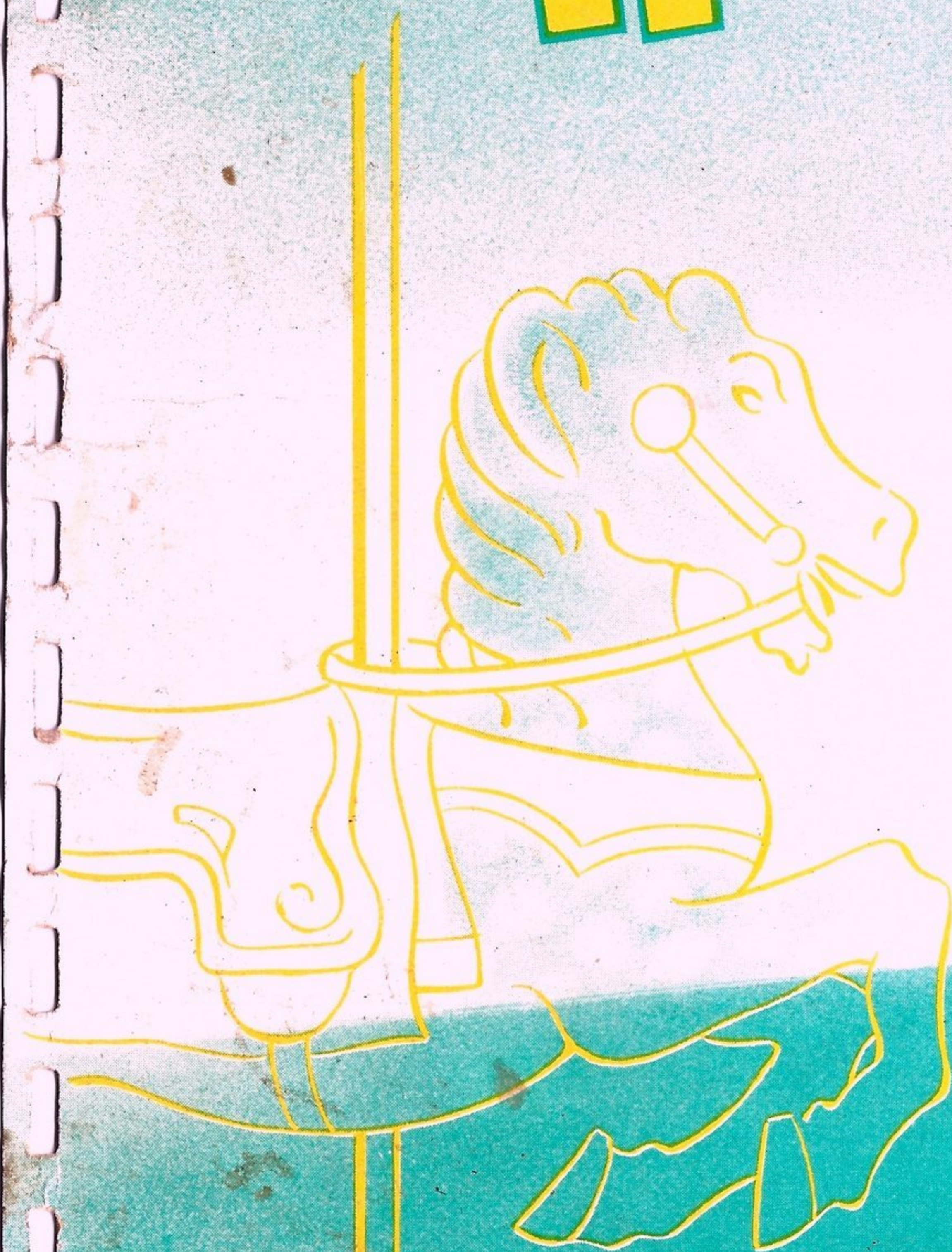
WORLD'S LARGEST MANUFACTURER
OF MERRY-GO-ROUNDS

MINIATURE TRAINS

AND OTHER AMUSEMENT RIDES



ALLAN HERSCHELL COMPANY, INC. AND
MINIATURE TRAIN CO., (DIV.)
North Tonawanda, New York



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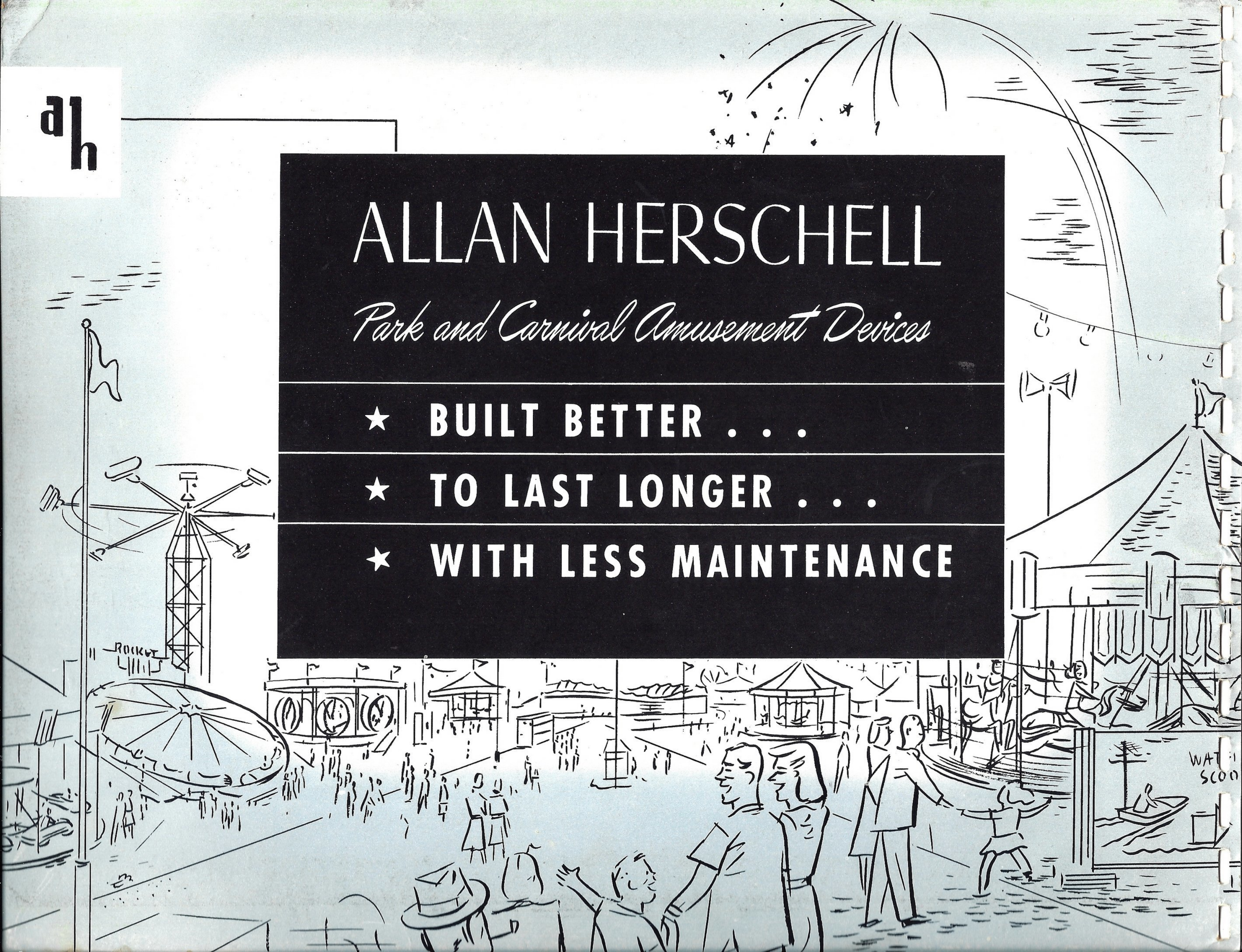
ALLAN HERSHELL

Park and Carnival Amusement Devices

★ BUILT BETTER . . .

★ TO LAST LONGER . . .

★ WITH LESS MAINTENANCE



ALLAN HERSHELL

... rides that bring pride, pleasure and profits to their satisfied owners!



"Once around is never enough"

IN THE highly specialized job of creating, engineering and constructing carnival and park amusements, the Allan Herschell Company has earned and maintained an enviable reputation.

For over three quarters of a century, Allan Herschell designers have created rides that *appeal* . . . Allan Herschell engineers have developed rides that are *safe* . . . and Allan Herschell craftsmen have built rides that *last*. The result is enjoyment and thrills for millions of riders, and steady, assured profits for thousands of operators.

Since 1880, when the Armitage-Herschell Company, forerunner of the present organization, designed and pioneered the merry-go-round, the company has demonstrated its understanding of "ride appeal." And Allan Herschell rides are just as famous for their sound engineering, their sturdy construction, and their many safety features. Many Allan Herschell rides in operation today were built 40 or more

years ago!

In 1956, Allan Herschell was proud to acquire the Miniature Train Company of Rensselaer, Ind., and this is now a division of Allan Herschell. The standards of quality and service of Miniature Train will be maintained by Allan Herschell, whose own standards have always been of the highest. With this development, Allan Herschell now is able to offer its customers the two most appealing and most profitable rides in the entire outdoor amusement field—the Merry-Go-Round and the Miniature Train.

You can count on Allan Herschell—world's largest manufacturer of carnival and park amusement devices—to supply you with rides that attract customers year after year, rides that produce top grosses consistently. Before you decide on your next ride, check through the pages of this catalog. Choose an Allan Herschell riding device for better performance and more profit!

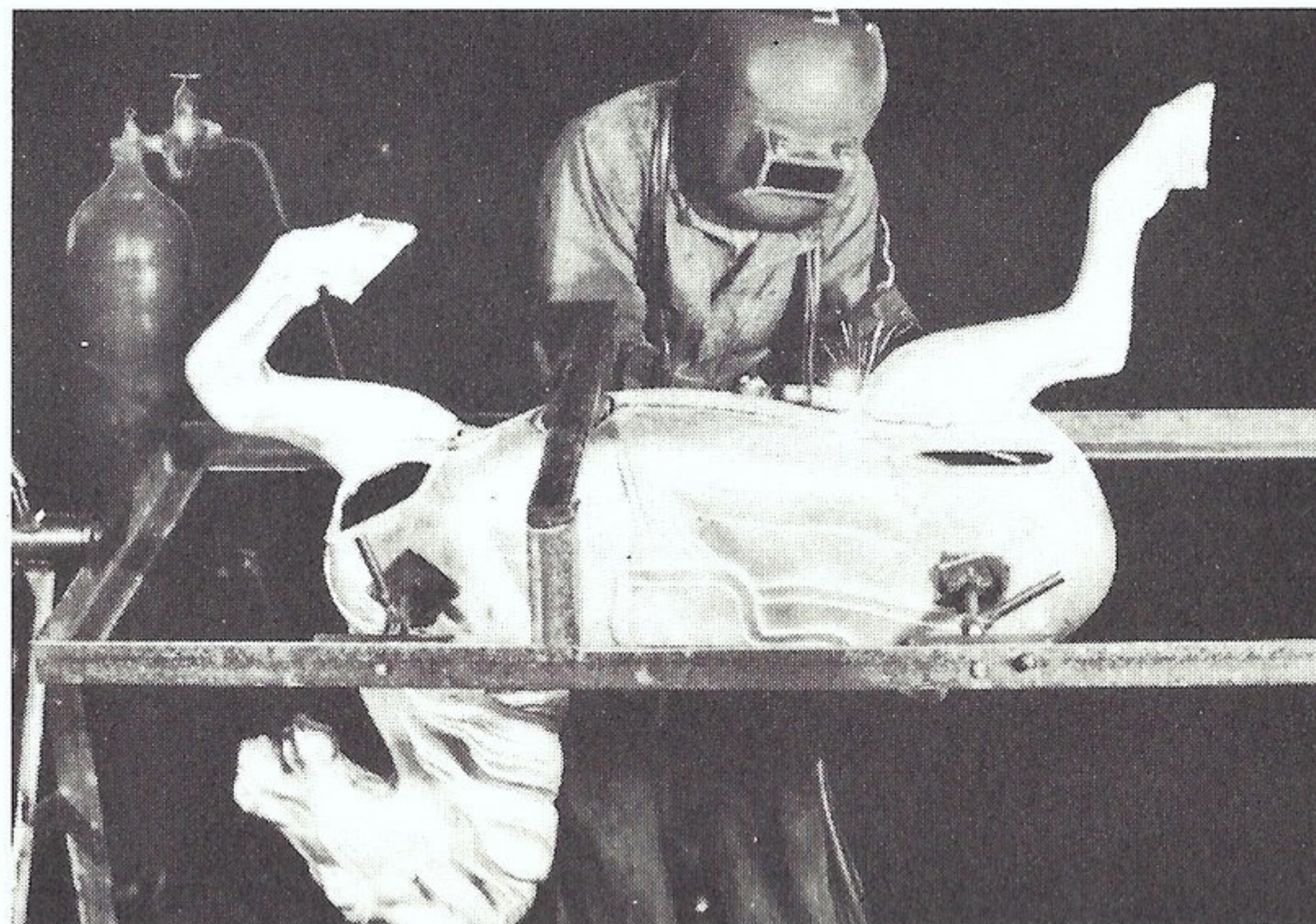
ALLAN HERSHELL COMPANY, INC.--ESTABLISHED 1880
104 OLIVER ST., NORTH TONAWANDA, N. Y. (NEAR BUFFALO)
TELEPHONE: LUDlow 4300

BEHIND THE SCENES AT ALLAN HERSHELL

...a picture-story



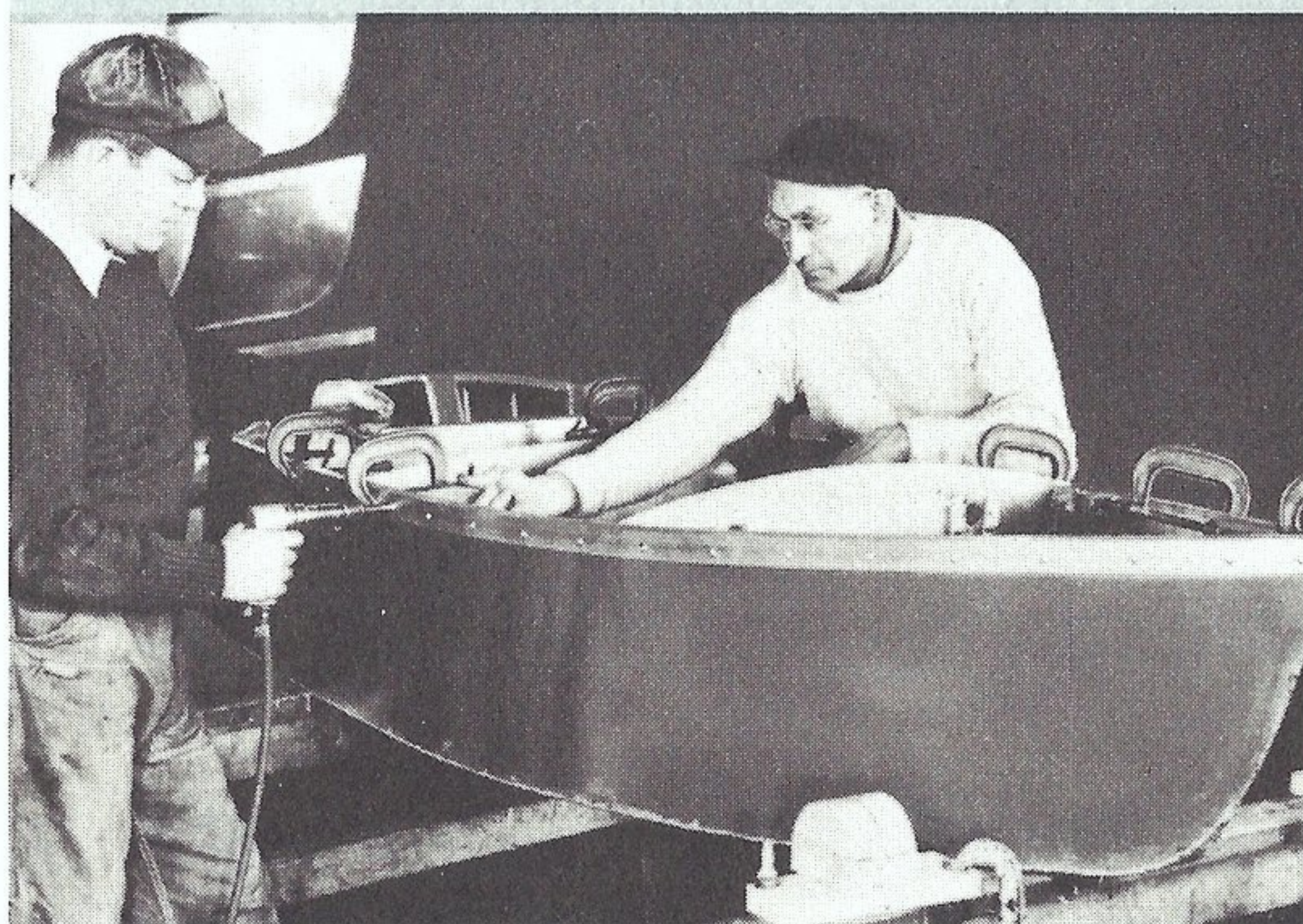
EXPERIENCED ENGINEERS carefully plan every detail of a new device before construction gets under way, constantly work toward the improvement of standard rides.



MERRY-GO-ROUND HORSES are made of cast aluminum for durability. Eight separate castings are heliarc welded together in a variety of poses.



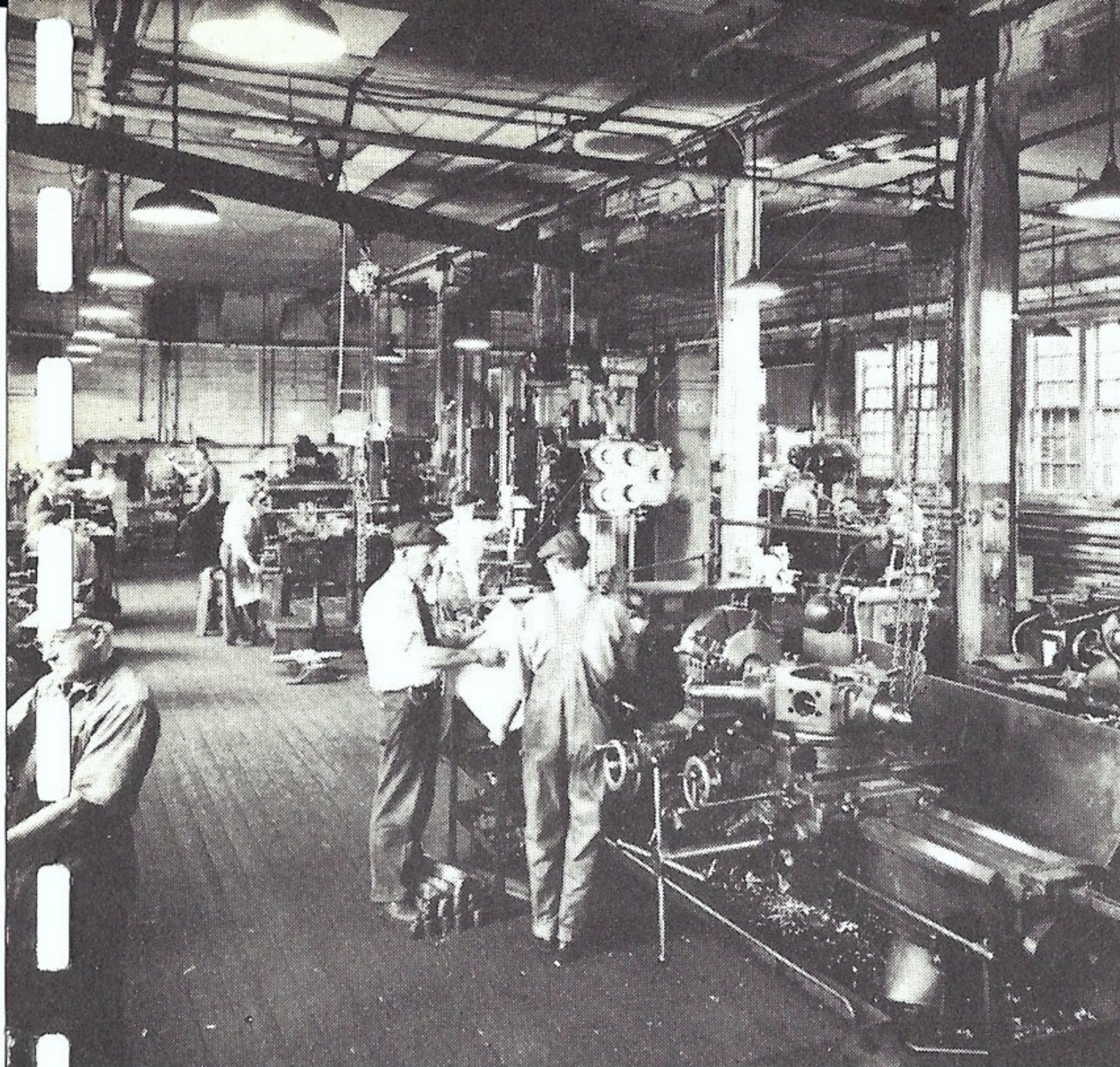
FINISHED CARROUSEL HORSE rivals the rainbow as rich, attractive colors are skillfully blended and applied by Allan Herschell decorators in a wide variety of color combinations.



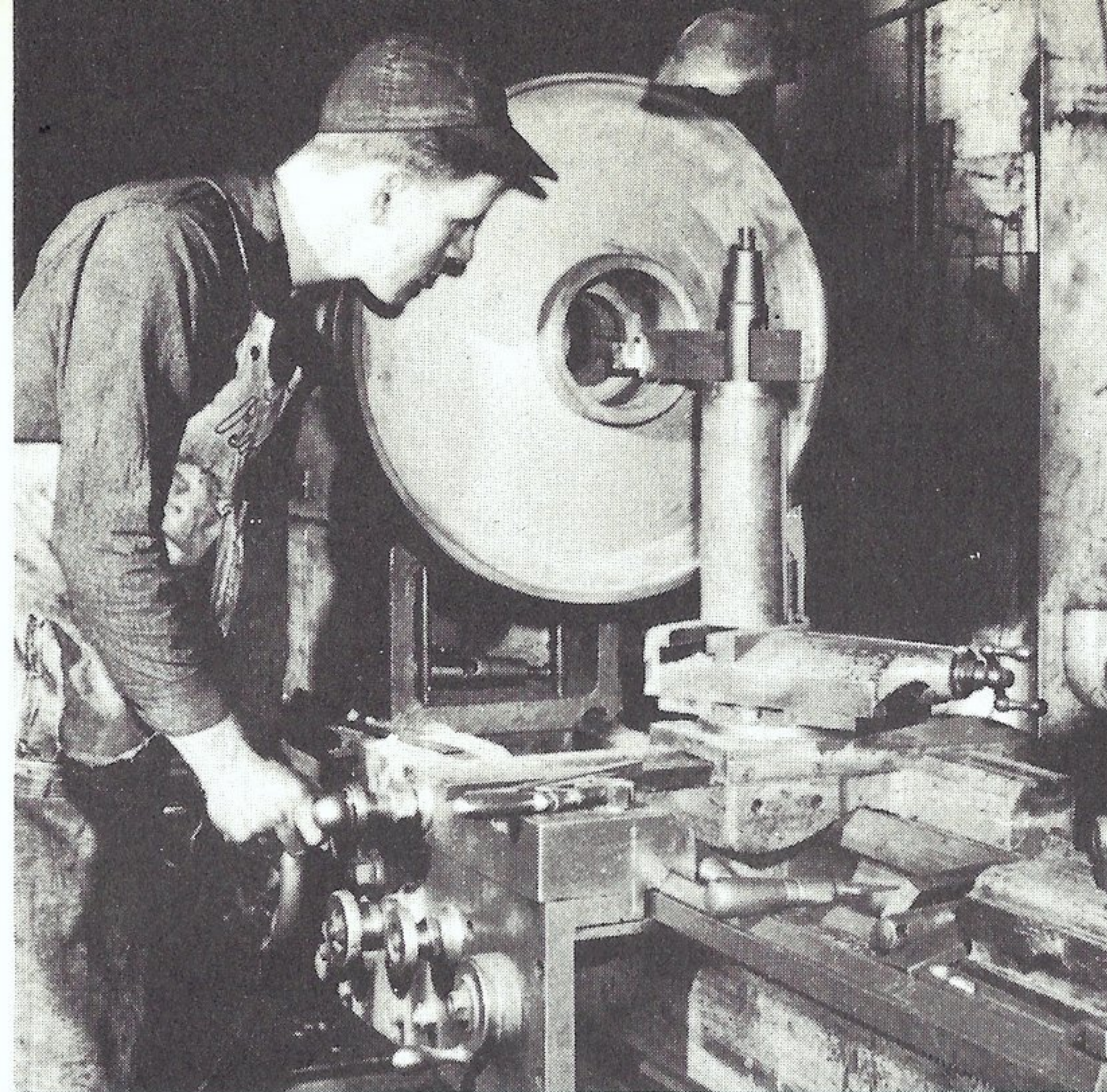
RUB RAIL ON KIDDIE BOAT is expertly riveted in place. Boats are built of heavy gauge sheet aluminum with Heliarc welded seams.



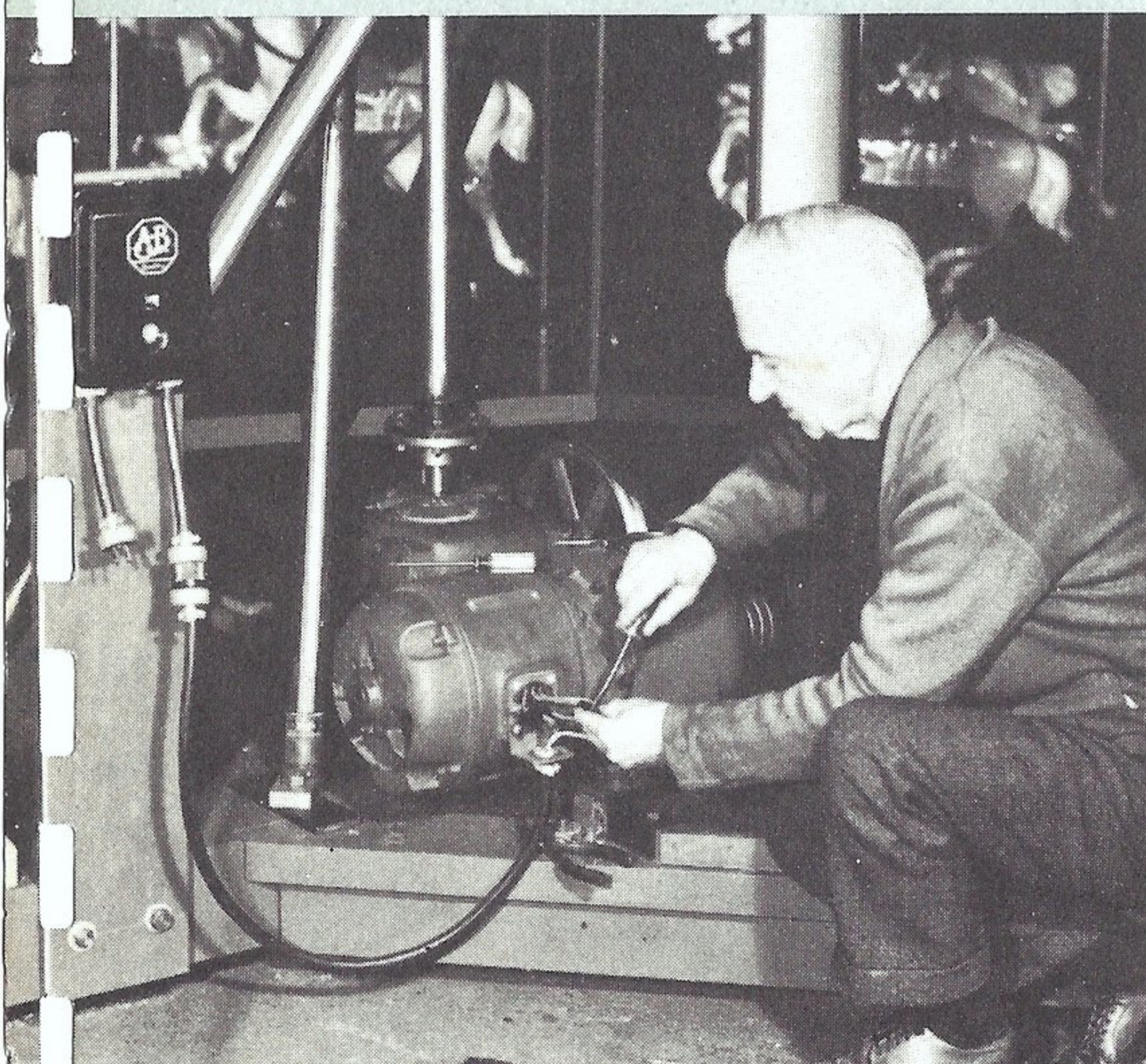
WELDING ADDS STRENGTH and durability. Photo above shows an asbestos-clad workman welding a crank-rod for an Allan Herschell Merry-Go-Round.



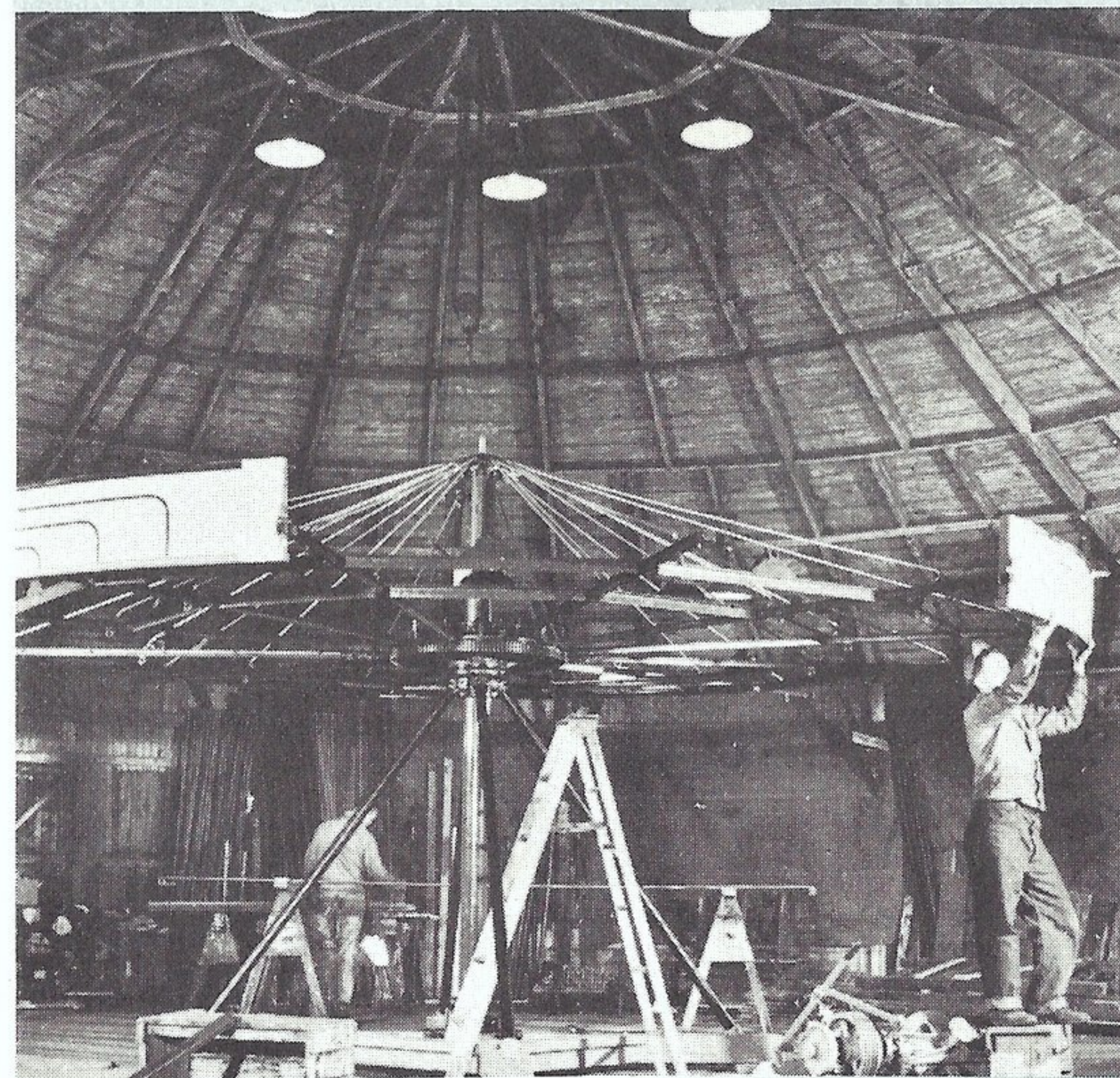
HARD TO BEAT is the combination of precision machinery and skilled craftsmanship. This view shows a section of Allan Herschell's machine shop with some of its vast equipment.



ACCURACY IN MACHINING the many parts in Allan Herschell rides means better fitting, less wear, less maintenance. Rigid inspection provides an additional safe-guard.



VETERAN ELECTRICIAN connects push-button control panel to power unit on Kiddie Merry-Go-Round. All lighting circuits are designed for maximum efficiency.

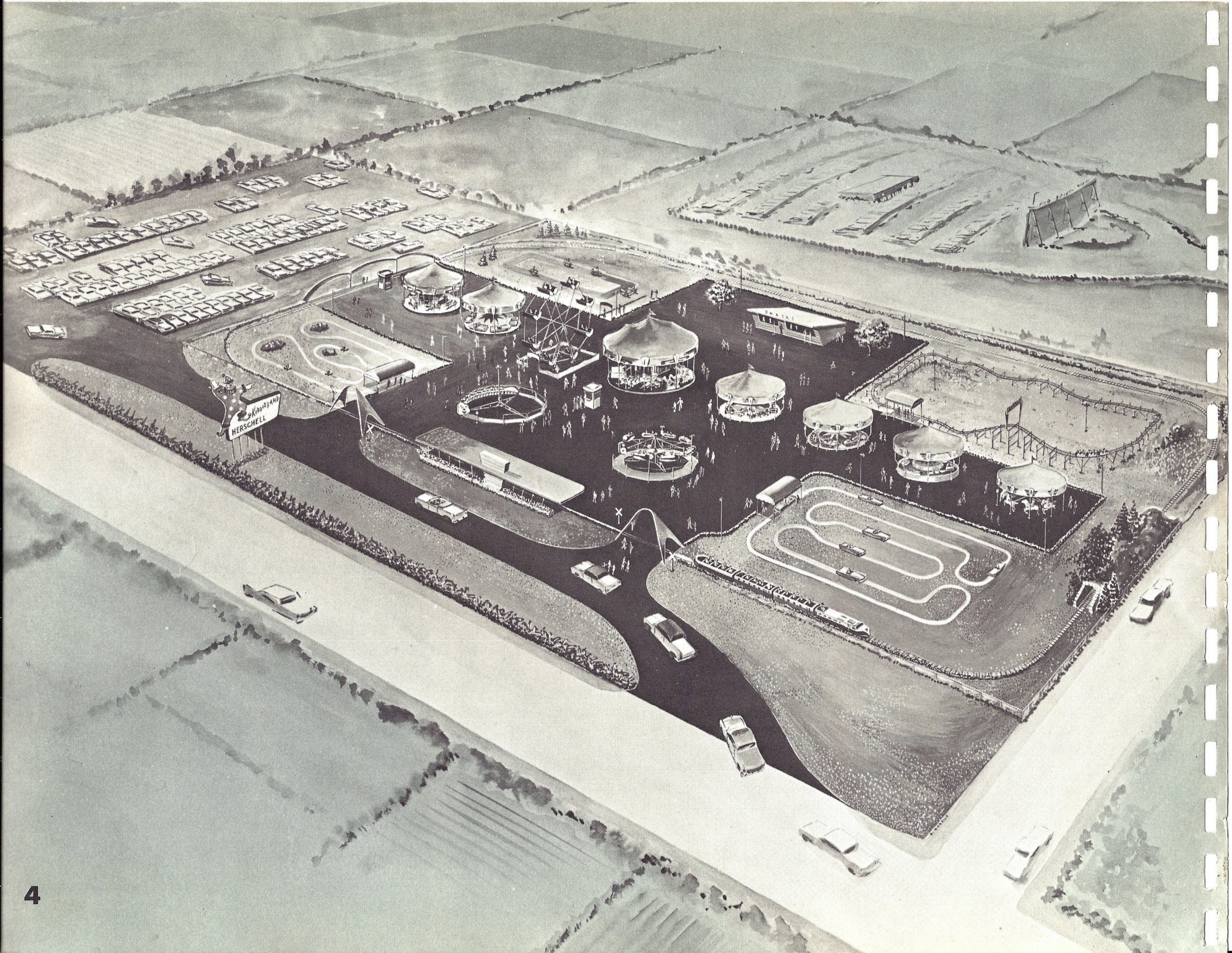


FINAL ASSEMBLY makes certain all parts are in perfect working order. Here workmen assemble Kiddie Merry-Go-Round for check run. Later it will be dismantled and crated.



DRESS PARADE of Merry-Go-Round horses. After final coats of paint and varnish have been applied, the horses are lined up for final inspection.

Photographs Courtesy FRIENDS Magazine



Kiddielands . . .

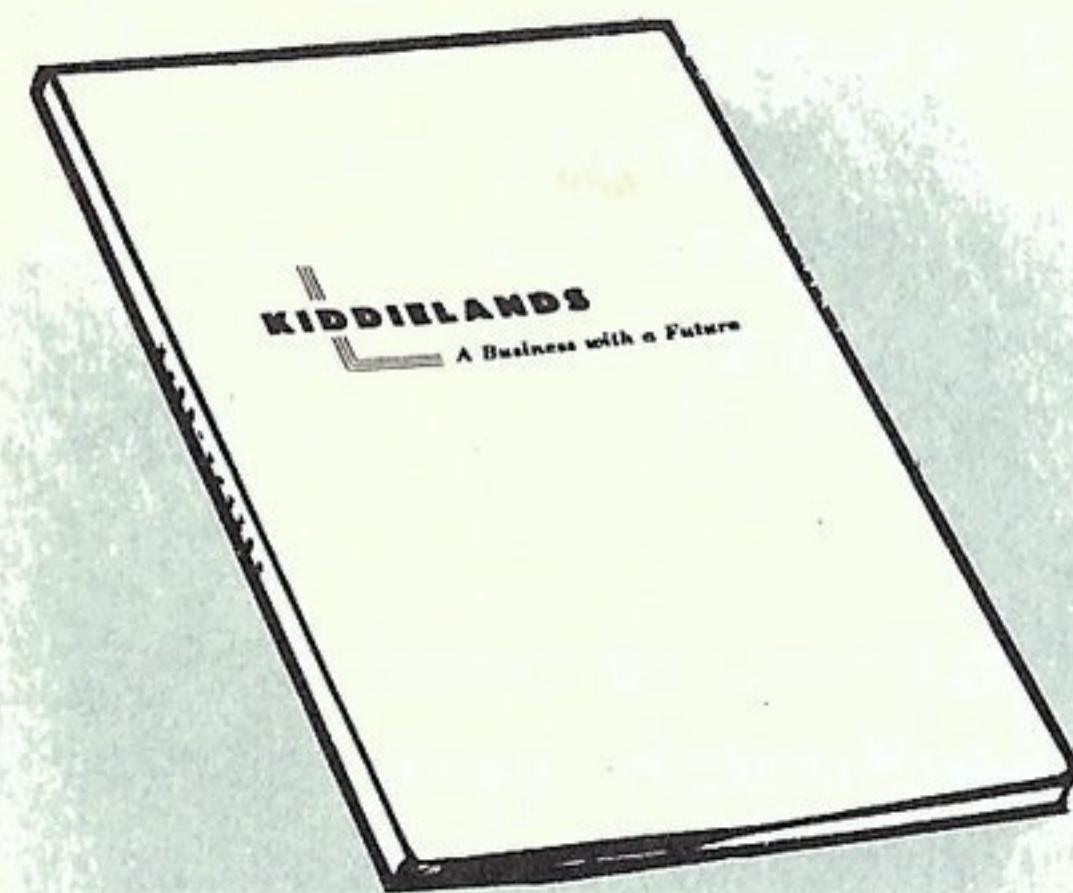
A BUSINESS WITH A FUTURE

IN THE entire outdoor amusement field there is nothing that exceeds or even equals the money-making capacities of a kiddieland.

J. W. (Patty) Conklin, the famous Toronto showman who operates the midway at the Canadian National Exhibition, says:

"Kiddielands are the biggest revenue producers that we have in the outdoor industry. I have no hesitation in recommending to anyone who anticipates going into the kiddieland business that, if they will give service and purchase good standard equipment and if they will eliminate anything in the nature of game concessions and confine the operation strictly to kiddie patronage, the venture with reasonable management should be an overwhelming success."

Conklin's enthusiasm is shared by doctors, lawyers, teachers, businessmen, and other professional people who recently have gone into the kiddieland business. Why should these men be so enthusiastic about kiddielands?



Write for AH's new book, "Kiddielands—A Business with a Future", \$3. A gold mine of information on the building and operation of a kiddieland.

Because they are new and profitable. Because ride manufacturers have designed rides whose size and action are specially suited to children. And, also, because the child population is growing so astonishingly.

There are 78% more children today in the United States under 8 years old than there were 15 years ago. More than 4,000,000 babies are being born or will be born (according to census predictors)

every year of this decade. Ten and 15 years ago only about 2,000,000 were born every year.

The result is that there are not enough kiddielands to fill the need. By kiddielands we mean a group of kiddie rides, whether the group is in a park, carnival, zoo, drive-in, shopping center or any place where people gather. Kiddieland experts say there should be 100 new kiddielands each year to service the population growth.

Remember that every year there are more than 4,000,000 children born. They have never ridden on a Merry-Go-Round or a Miniature Train. To them they are brand new inventions of joy. When children see them, they have a mystic, compelling urge to ride. And that's where a kiddieland comes in. It has even led a prosperous Texan to remark:

"I'd rather put my money in a kiddieland than in oil because you can run out of oil."

Operating a kiddieland is a fascinating business. Most of your time is spent in the fresh air and warm sunshine. Your job is to entertain kids, and what could be more fun than that? You get a chance to create and work out your own ideas of operation, maintenance and promotion. In the winter, when your kiddieland is closed, you have three or four months in which to take it easy. But best of all, you make real money and that is the most fun of all.

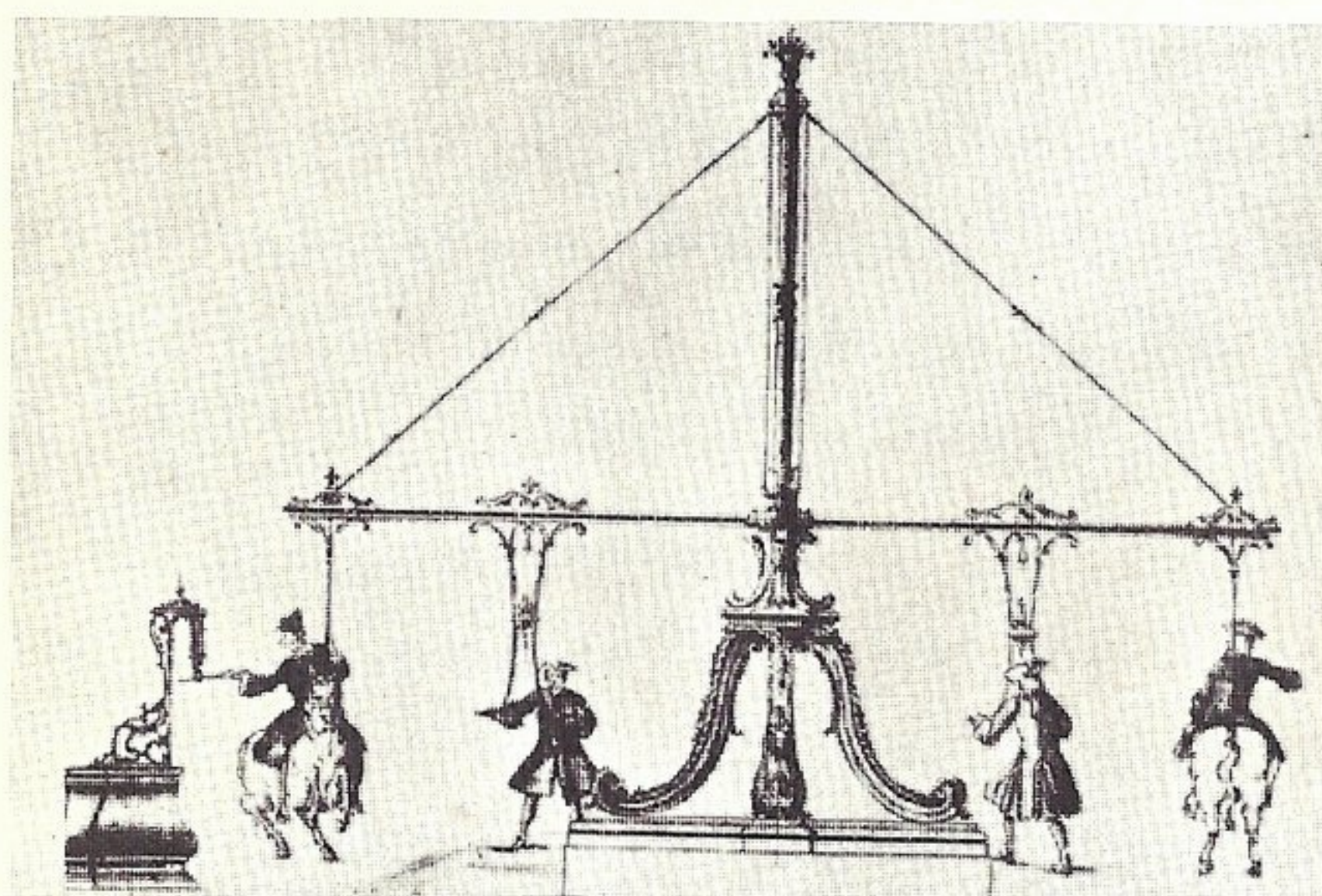
In short, running a kiddieland is a soul-satisfying business from which you derive pride, pleasure and profit.

Write or phone us, or, better still, visit our plant and let us put our 77 years of experience to work for you.

CENTURIES OF DEVELOPMENT BEHIND ALLAN HERSCHELL MERRY-GO-ROUNDS

THE Allan Herschell Company, established in 1880, has roots that go deep into the American scene. Its chief product, Merry-Go-Rounds, trace their origin to events that occurred 750 years ago.

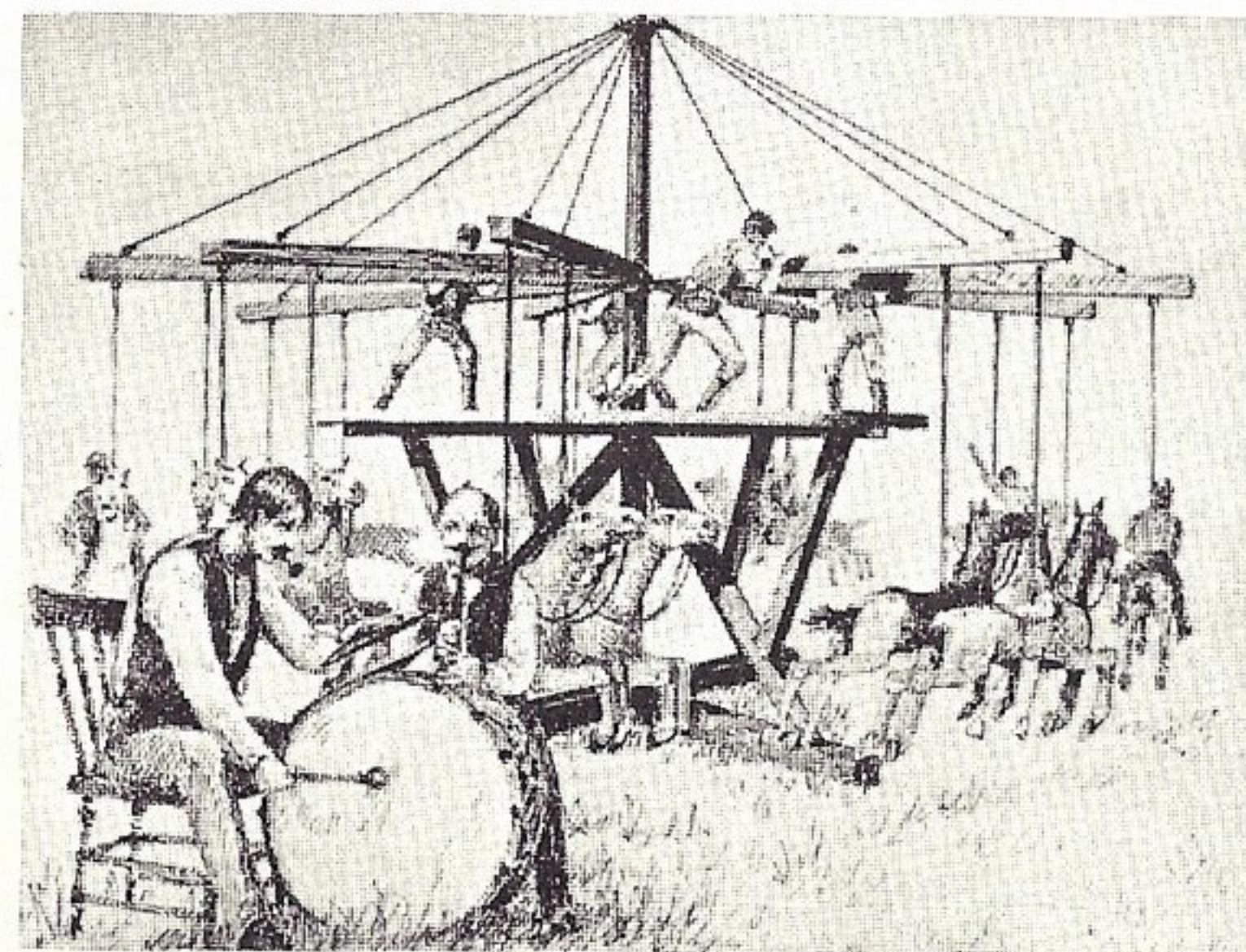
In the 13th century, the Arabs played a game on horseback in which they threw clay balls at each other. Spaniards saw the game during the Crusades and adopted it, calling it "carrosello", which means "little war".



the beam by hand, as shown above. As the horsemen passed a ring, they speared it with their lance.

This was the beginning of the carrousel as an amusement device. Carrousel tournaments died out, but the Merry-Go-Round feature was used in town fairs and soon became popular all over Europe.

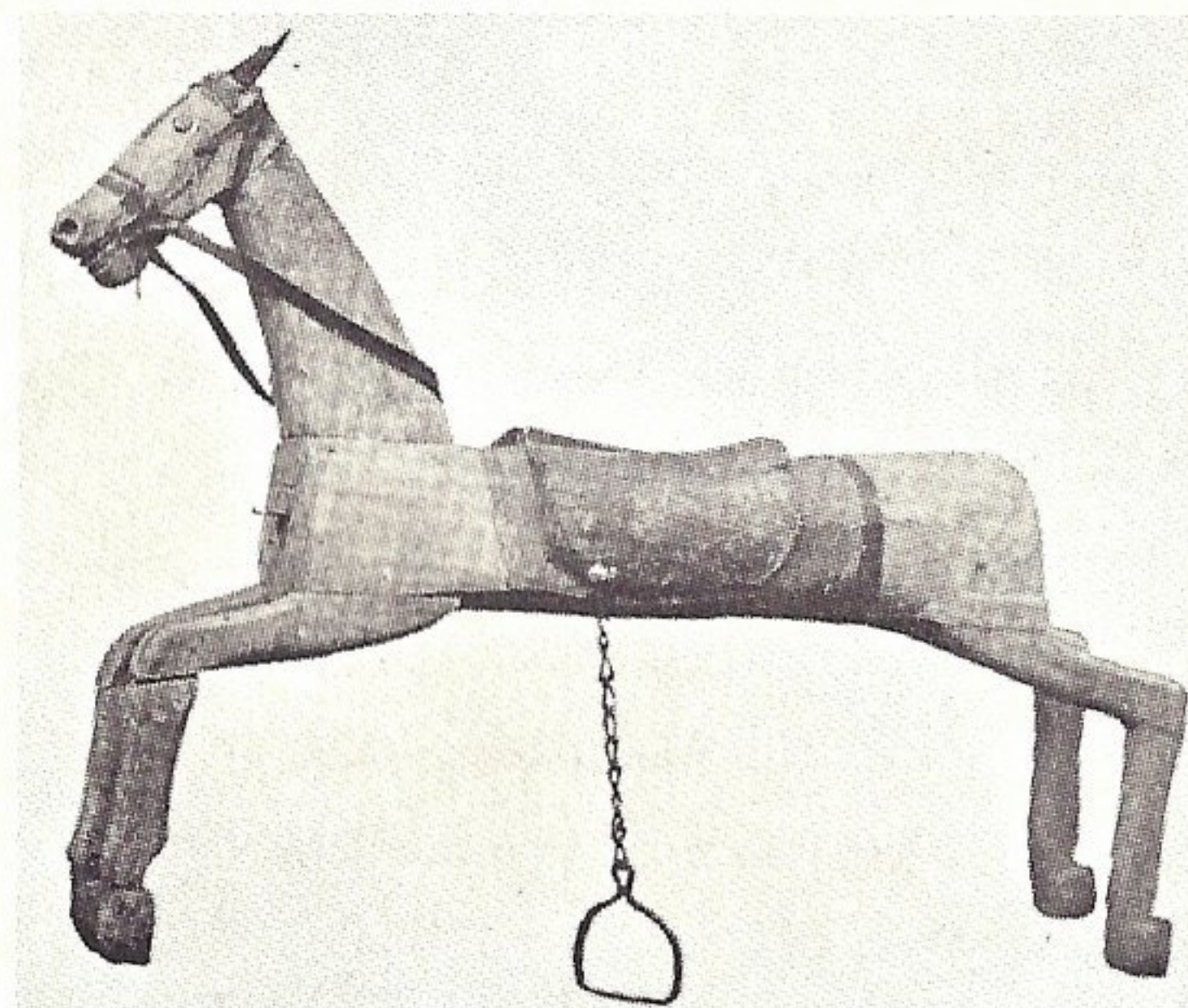
The first man to bring the Merry-Go-Round to the United States is believed to have been Michael Dentzel who operated one successfully throughout Pennsylvania. Manpower labor was replaced by horsepower and then steam, gasoline and electric power. As late as 1912, the Central Park Merry-Go-Round was operated by a mule. The mule was hitched to the center pole which descended into a deep basement where the mule walked round and round. Signals for driver to start and stop the mule were tapped on floor above.



First American Merry-Go-Round, 1880

About 1650, French royalty took up "carrosello" adding a new stunt to the tournament. Royal horsemen tried to thrust a spear through a small ring dangling from a standard as they galloped past the standard. The horsemen practiced for this event by sitting on wooden horses suspended from a rotating beam. Attendants rotated

One of the Merry-Go-Round pioneers in the United States was Allan Herschell which called its early Merry-Go-Round simply "The Tonawanda Machine", after the name of the town in which Allan Herschell is located. This was necessitated by the fact that Merry-Go-Rounds were called by so many different names: Flying Horses, Riding Galleries, the Flying Dutchman, Flying Jenny, Hobby Horse, and in England, Roundabouts.



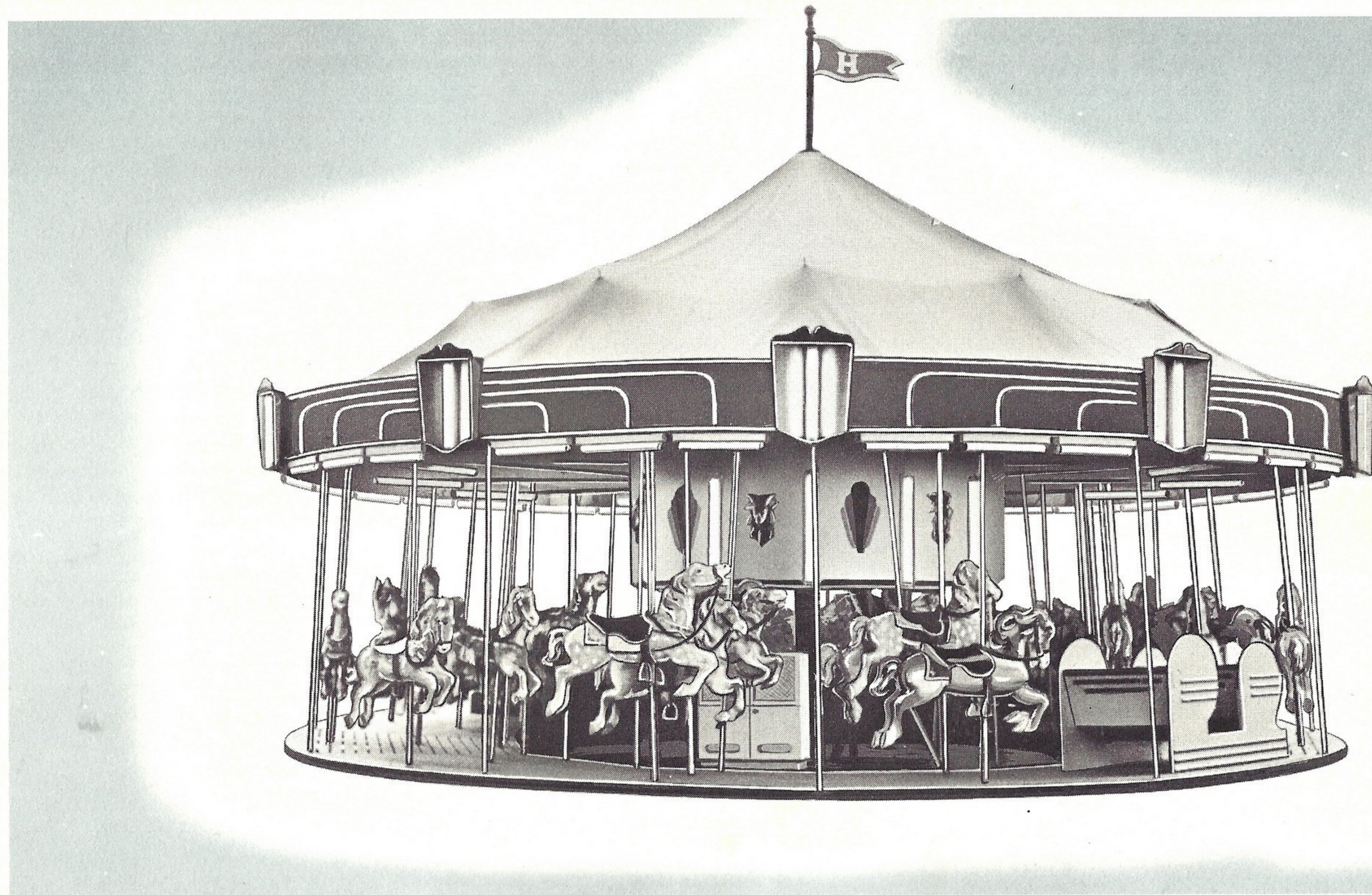
ride on a Merry-Go-Round which has come to us all the way from the 13th century.

Allan Herschell's present-day Merry-Go-Rounds are a far cry from these old models. Most are equipped with electric motors. Fluid drives, as found in modern automobiles, make the starting and stopping smooth. Timers set the length of the ride and give the operators more freedom to watch the riders. For some unexplained reason, however, Merry-Go-Rounds still rotate counterclockwise, as they have from early days.

In the old days, the horses and other animals were hand-carved from wood. Today, Allan Herschell Merry-Go-Rounds have horses only because children prefer them to other animals, and they are made entirely of aluminum castings: four legs, a head, tail and two body sections, all welded together. They are stronger and present as bright and gay appearance as the old models. Aluminum horses are almost indestructible.

Ornate hand-worked decorations have been replaced by brightly-painted cornices, beautifully trimmed with stainless steel and aluminum. Electric blubs have given way to modern fluorescent lighting. The old-time circus band organ has disappeared and in its place has come the "Merri-Org" which plays recordings of the fine old favorites.

Allan Herschell **MERRY-GO-ROUNDS** *with Fluid Drive*



INTRODUCED in 1956 after years of development, the Allan Herschell Merry-Go-Round with new features and steel construction is the smoothest operating, most durable, and fastest-to-erect Merry-Go-Round ever built. It has been a sensational success, having received praise from carnival men and park operators all over the country. F. E. Gooding, the famous carnival operator of Columbus, Ohio, bought three in nine months to add to the 100 rides his company already owned.

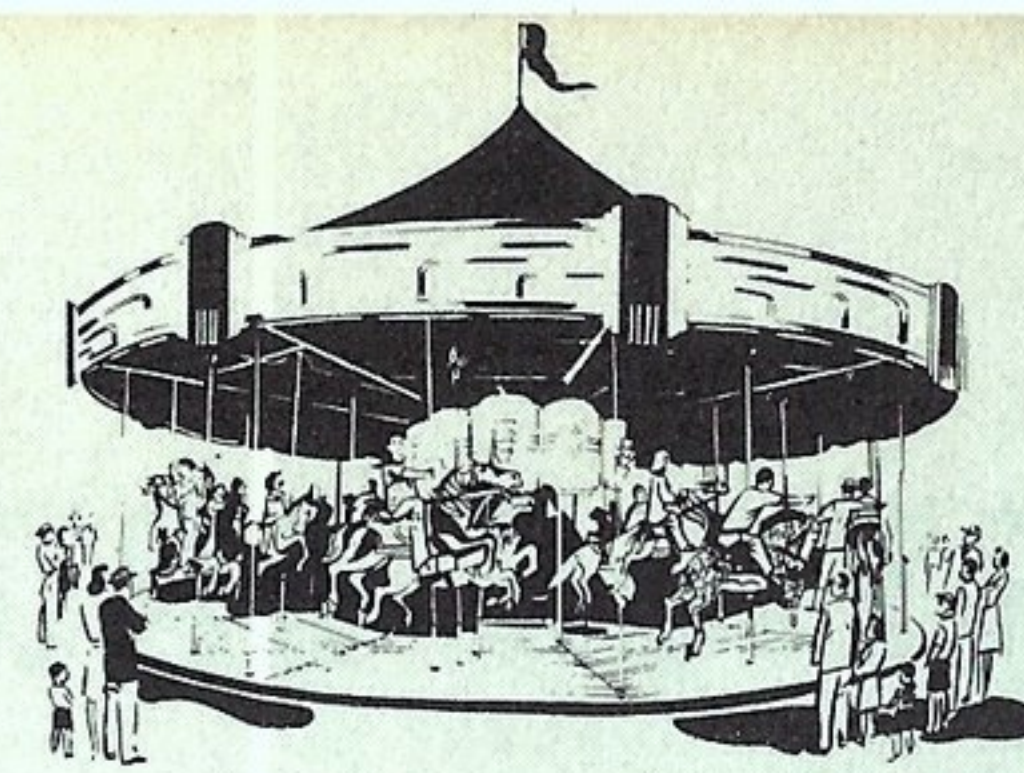
In the new Merry-Go-Round, mud sills and sweeps are of steel, thus increasing the already long life of AH Merry-Go-Rounds. The drive is now chain-and-sprocket and, because it is self-aligning, re-

quires less skilled help for setting up and dismantling. Center pole is quickly and safely raised by only two men with the new hand winch and steel pole (see reverse side). Electric brake automatically stops ride in one revolution.

More Allan Herschell Merry-Go-Rounds are in use today than any other make. Many have been in service for 40 years—or longer—and are delivering faithfully and profitably for their owners today because Allan Herschell builds them better, to last longer, with less maintenance. Now, with new materials and improved manufacturing methods, the Allan Herschell Merry-Go-Round is a better investment than ever!



SEE OTHER SIDE FOR SPECIFICATIONS



Allan Herschell

MERRY-GO-ROUNDS

Specifications

SIZE AND WEIGHT

	36 ft.* 20 Jumping Horses	36 ft. 30 Jumping Horses	45 ft. 60 Jumping Horses
Diameter at Platform	32'-6"	32'-6"	41'-5"
Diameter at Cornice	36'-0"	36'-0"	45'-0"
Cornice Height	10'-3"	10'-3"	13'-1"
Overall Height	15'-6"	15'-6"	18'-18"
Overall Height (including Tent Pole)	24'-6"	24'-6"	27'-8"
Weight (Crated)	19,200 lbs.	20,800 lbs.	30,000 lbs.
Horses (All Jumping)	20	30	60
Chariots	2	2	2
Total Passengers	28	38	68

*Merely by the addition of horsepipes, horses and steps, this model can be made into a 36-ft. 30-horse machine.

CONSTRUCTION

Mud sills and sweeps are steel. Select, dry lumber is used for platforms. Platform-rods and horse-pipe are covered with bright anodized aluminum tubing. All models equipped with long-wearing bearings and have finest hardware and fittings. Every part is carefully constructed and precisely fitted to provide long, trouble-free performance. Horses are made of cast aluminum; body is in two sections, head, tail and four legs are separate castings all carefully welded together. Strong, durable plywood is used for chariots. Cornice is made of tempered hardboard on a steel frame with polished stainless steel and aluminum moulding. Center pole is easily and safely raised by two men with hand winch and steel pole. Electric brake automatically stops ride in one revolution. Chain and sprocket drive are self-aligning. Fluid clutch and timer are standard. All electrical wiring is rubber-covered cord with quick disconnectors.

LIGHTING

Center panels are brilliantly illuminated with fluorescent tubes. Each sweep has a long fluorescent fixture and three are mounted at the bottom edge of each cornice section. Fluorescent fixtures mounted in stainless steel head shields.

DECORATION

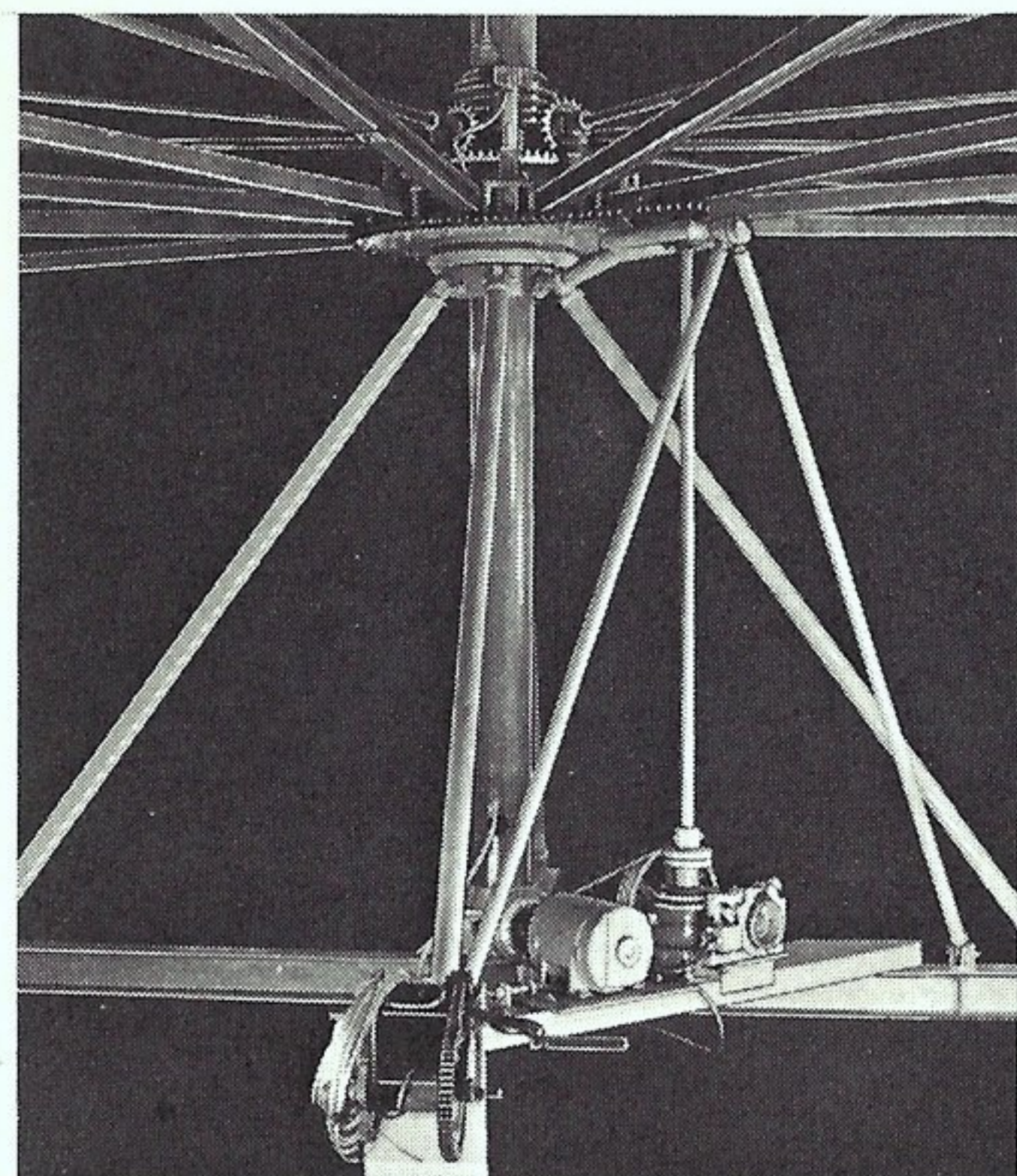
Cornice is a blaze of color, accented with gleaming half-oval stainless steel trim. Sweeps and crossrails are painted a brilliant red. Horses are artistically and smartly decorated, have English tanned leather reins. Entire ride is a pleasing blend of the decorator's "flash" and the skill of the true artist. All paints and varnishes withstand rough weather and hard usage.

PORTABILITY

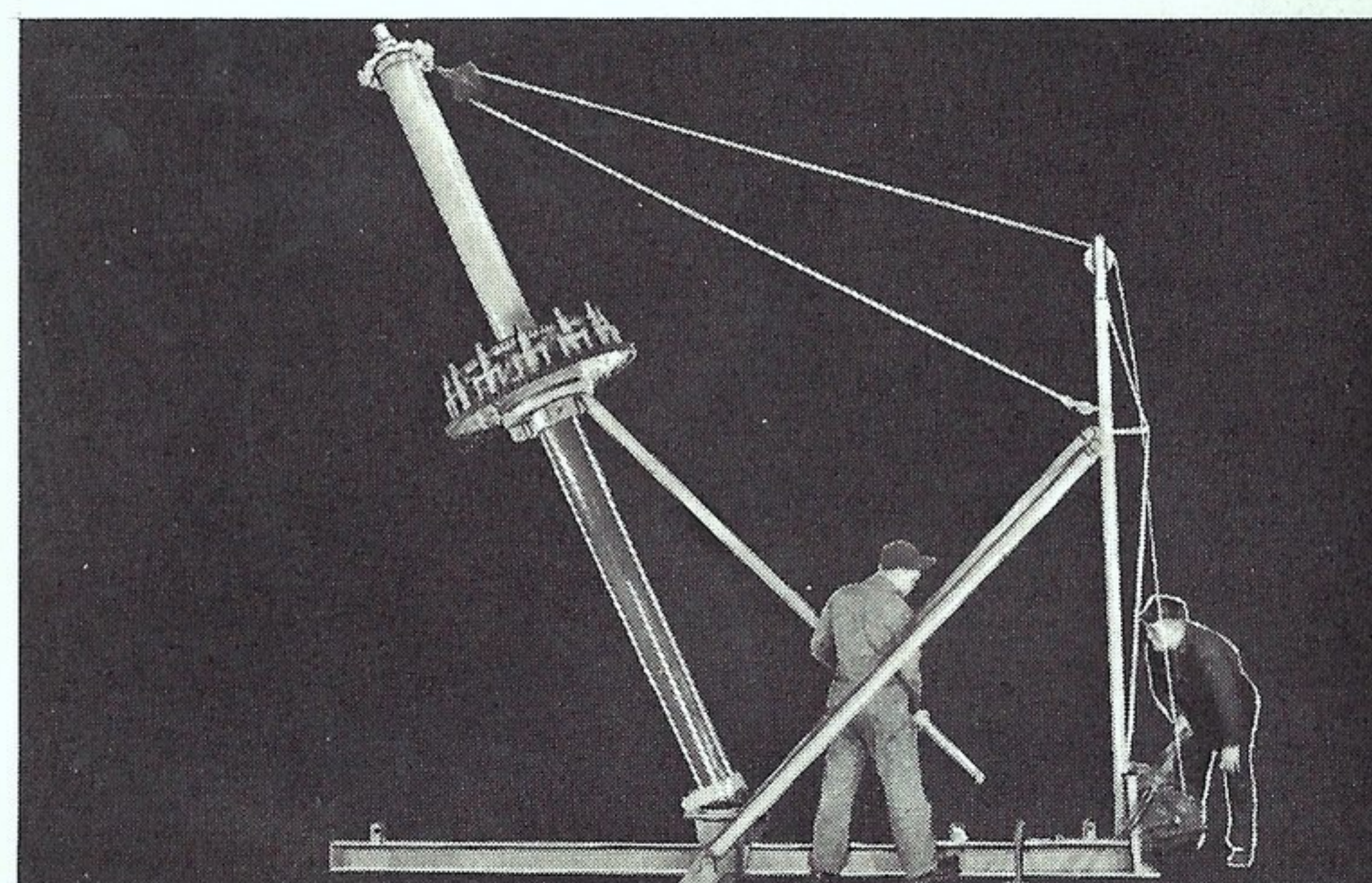
The 36-ft. 2-abreast model loads on a single 30-ft. van or semi and can be set up by a 4-man crew in approximately 3½ hours. The 36-ft. 3-abreast model loads on a 32-ft. van or semi.

EQUIPMENT

Tent top, sidewalls, starting bell, crates and all tools necessary to set up and operate are standard with each ride. Merri-Org and Ticket Office are available as accessory equipment.

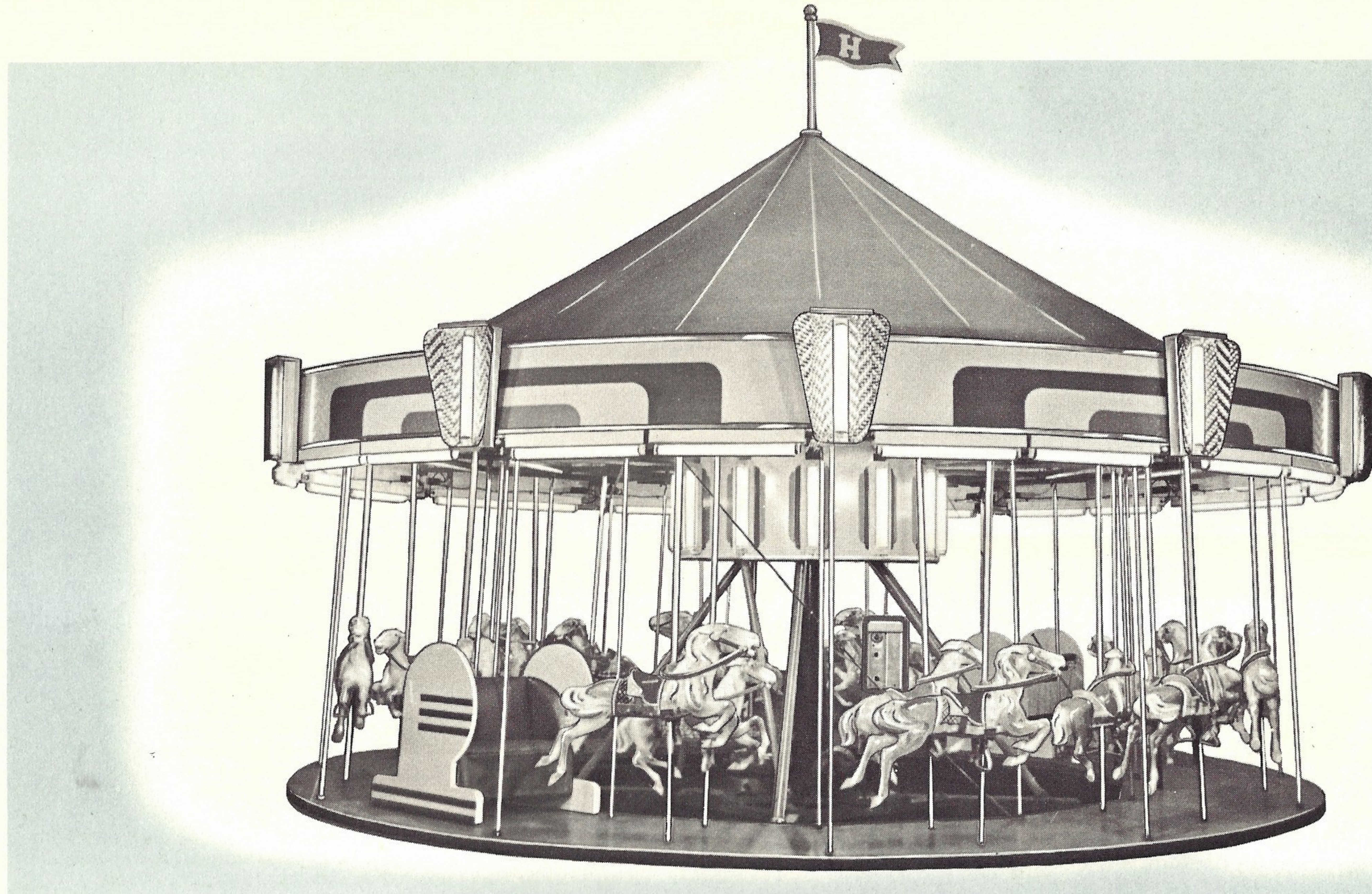


One of the great features of the new AH Merry-Go-Round is the chain-and-sprocket drive. Because this new drive is self-aligning, less skilled help is required for setting up and dismantling. Owners of the new Merry-Go-Round report great savings of time and labor in erection.



Up she goes! The center pole is easy to erect with Allan Herschell's new steel winch pole with block and tackle. One man operates the hand winch, while second man guides brace legs into pin slots. Whole job is done in a few minutes. Some owners of the new AH Merry-Go-Round do not even undress the center pole.

Allan Herschell **KIDDIE MERRY-GO-ROUND** *with Fluid Drive*



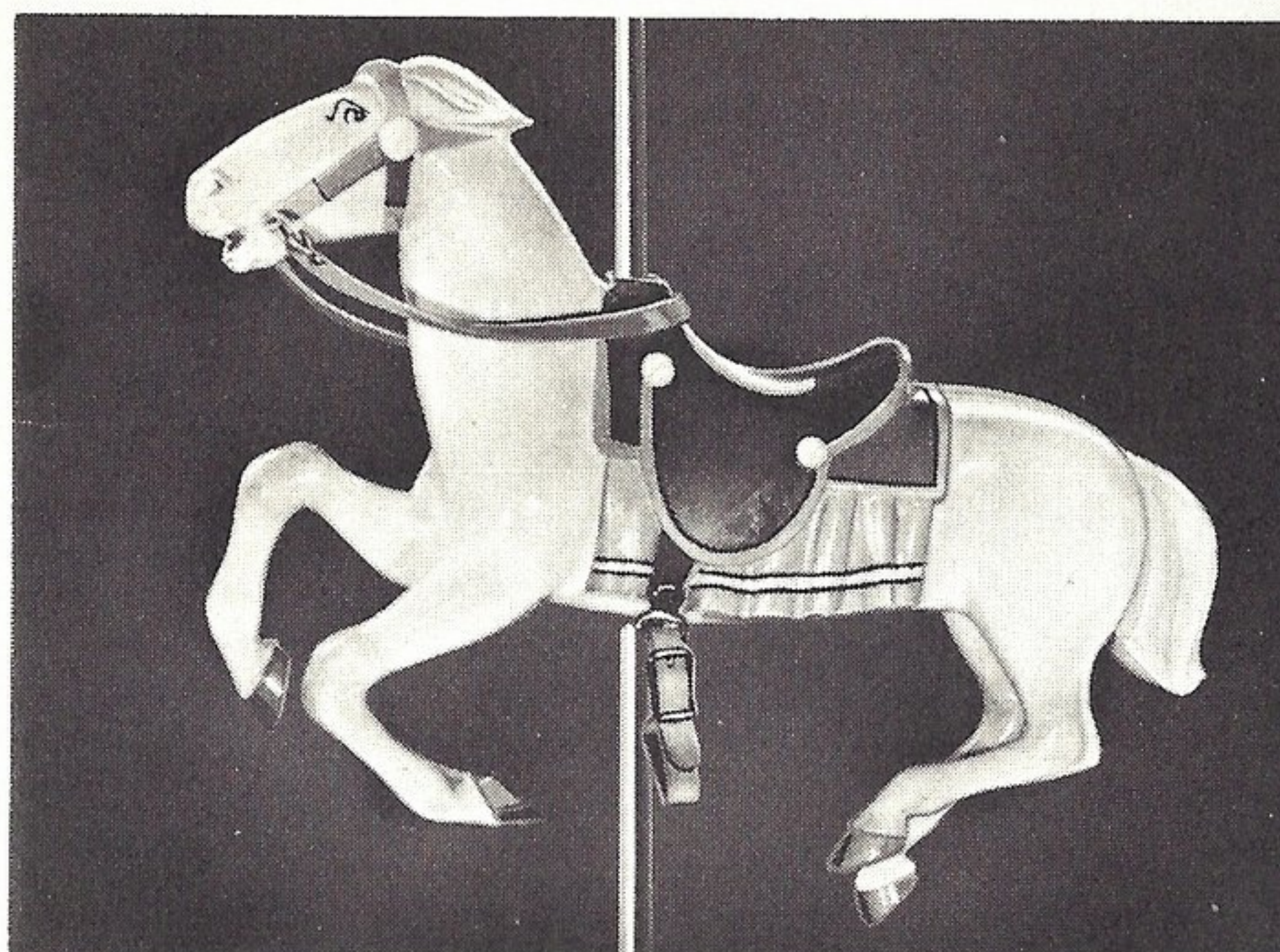
FOR steady, sure-fire revenue nothing beats the traditional merry-go-round — favorite among amusement lovers for generations. And when it comes to a merry-go-round for the children nothing beats the new, improved Allan Herschell Kiddie model pictured above. It is a near-perfect reproduction of the famous AH "Ideal" Carrousel — in everything but size. Rolls on the same type precision bearings and is built throughout of quality materials by craftsmen who take pride in their work.

Fluid Drive mechanism eliminates clutch and brake, provides faster, smoother starting and stopping, which are controlled by timer and magnetic motor starter mounted in an all-weather, cast-aluminum control box.

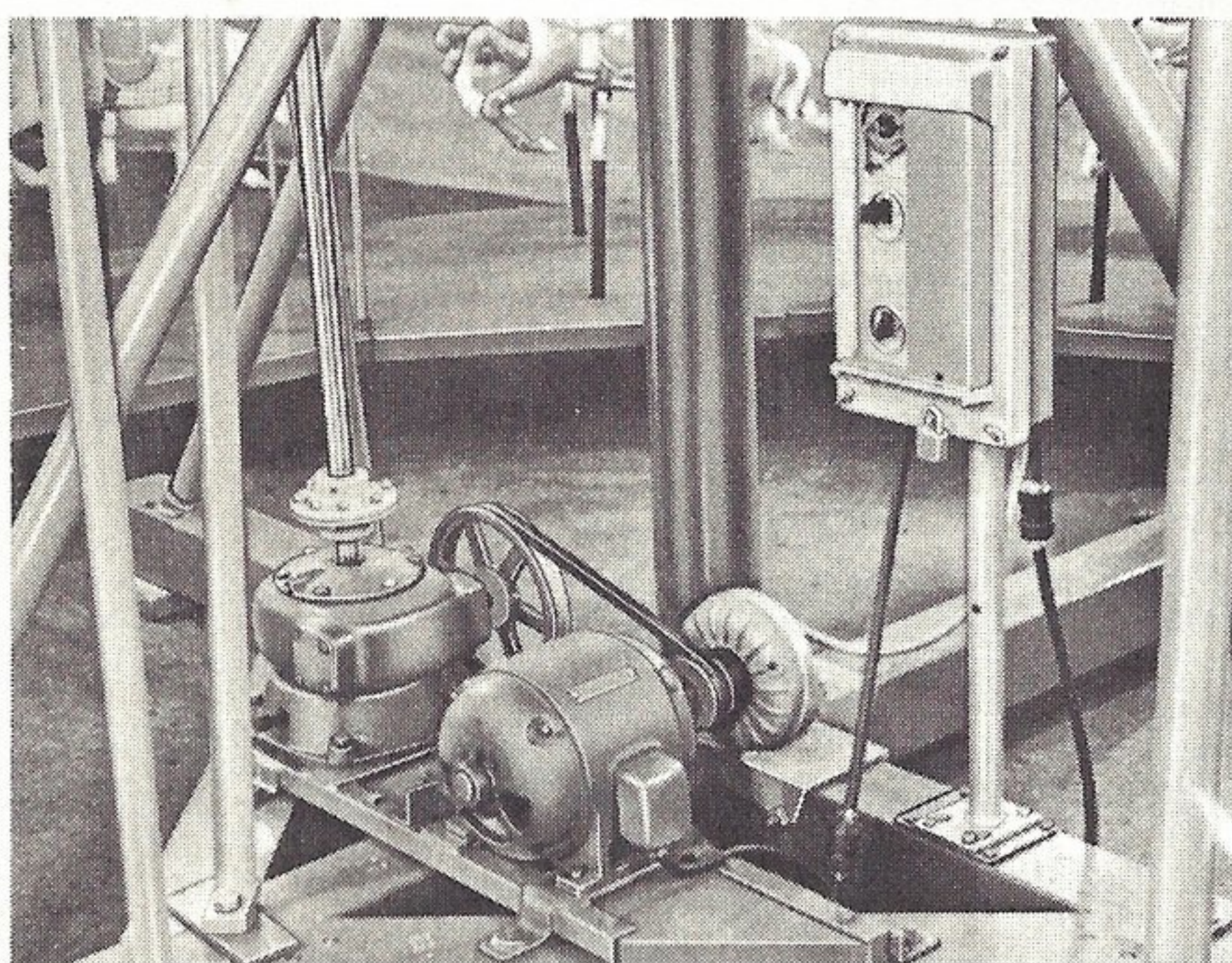
Twenty jumping all-aluminum horses give the children thrills galore. And for the tiny tots there are two handsome chariots.

The Allan Herschell Kiddie Merry-Go-Round is compact, easy to set up and dismantle, easy to transport.

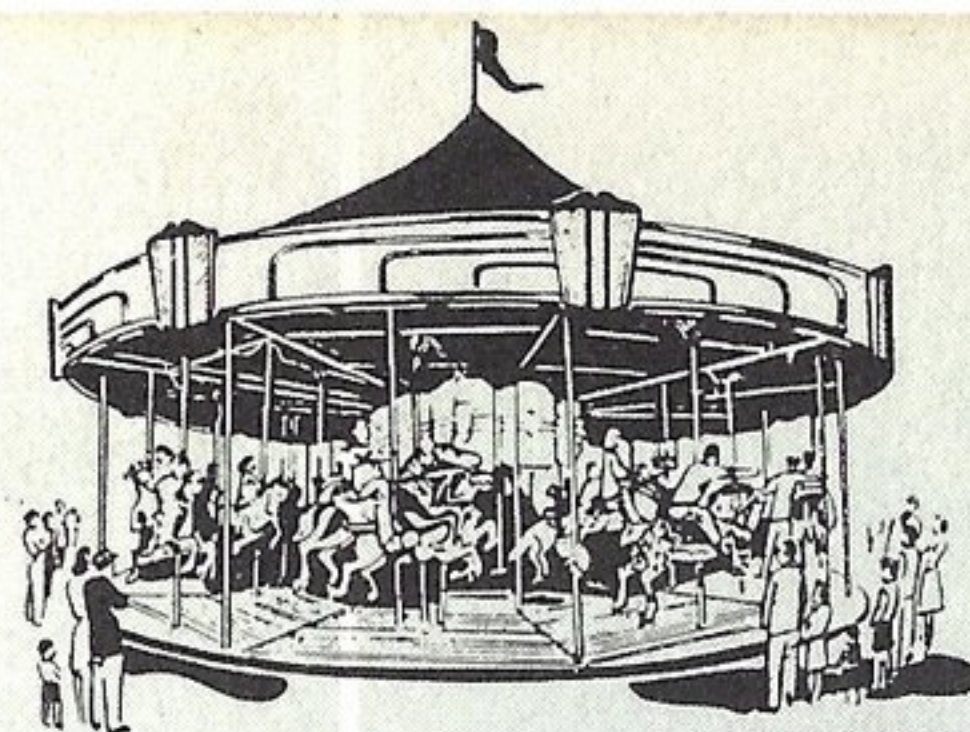
SEE OTHER SIDE FOR SPECIFICATIONS



Horses are cast of aluminum in two sections, then welded together by a special Allan Herschell process. They are practically indestructible. All horses are "jumpers" and are brilliantly decorated. Horse pipe is covered with bright anodized aluminum.



Fluid Drive mechanism is mounted on shaft of standard motor as a single unit. Smooth start, no clutch or brake to adjust or replace. All drive components are firmly attached to center members for positive gear alignment. Starting and stopping are controlled by a timer and a magnetic motor starter which are mounted in an all-weather, cast-aluminum control box.



Allan Herschell

KIDDIE MERRY-GO-ROUND

Specifications

SIZE AND WEIGHT

Diameter at Platform: 19'0". Diameter at Cornice: 20'0". Cornice height: 7'8". Overall height: 10'4". Overall height including tent pole: 16'1". Weight (crated): 6900 lbs. Can be set up in space 25 feet in diameter.

CAPACITY

Has 20 jumping horses and 2 chariots, accommodating a total of 24 children.

DRIVE MECHANISM

Fluid drive is mounted on shaft of 1½ HP, three-phase, 220 volt, 60 cycle motor. (Single phase or 25 cycle motors also available.) No clutch to adjust or wear out. The ride is started and stopped by a timer and a magnetic motor starter which are mounted in an all-weather, cast-aluminum control box. Heavy duty worm gear reducer is driven by V-belts, requires only an annual check of oil level. All drive components are firmly attached to center members, making gear alignment positive.

CONSTRUCTION

Cornice is strongly built of tempered hardboard on steel frame. Platform and sills are made of select, seasoned lumber, have finest hardware and fittings. Sweeps and crossrails are structural steel; platform rods and horse pipes are covered with bright anodized aluminum tubing. Ride is equipped with same high quality bearings used on major Allan Herschell rides. Horses are cast aluminum; strong, plywood chariots have hard-wearing Koroseal upholstery.

All electrical wiring is rubber-covered cord with quick disconnectors for maximum portability.

LIGHTING

Thirty-six 24" fluorescent lights provide complete illumination and give the ride real flash.

Entire ride is colorful and eye-arresting. Allan Herschell artists and decorators use only the highest quality paints and varnishes in achieving long-lasting brilliance.

PORTABILITY

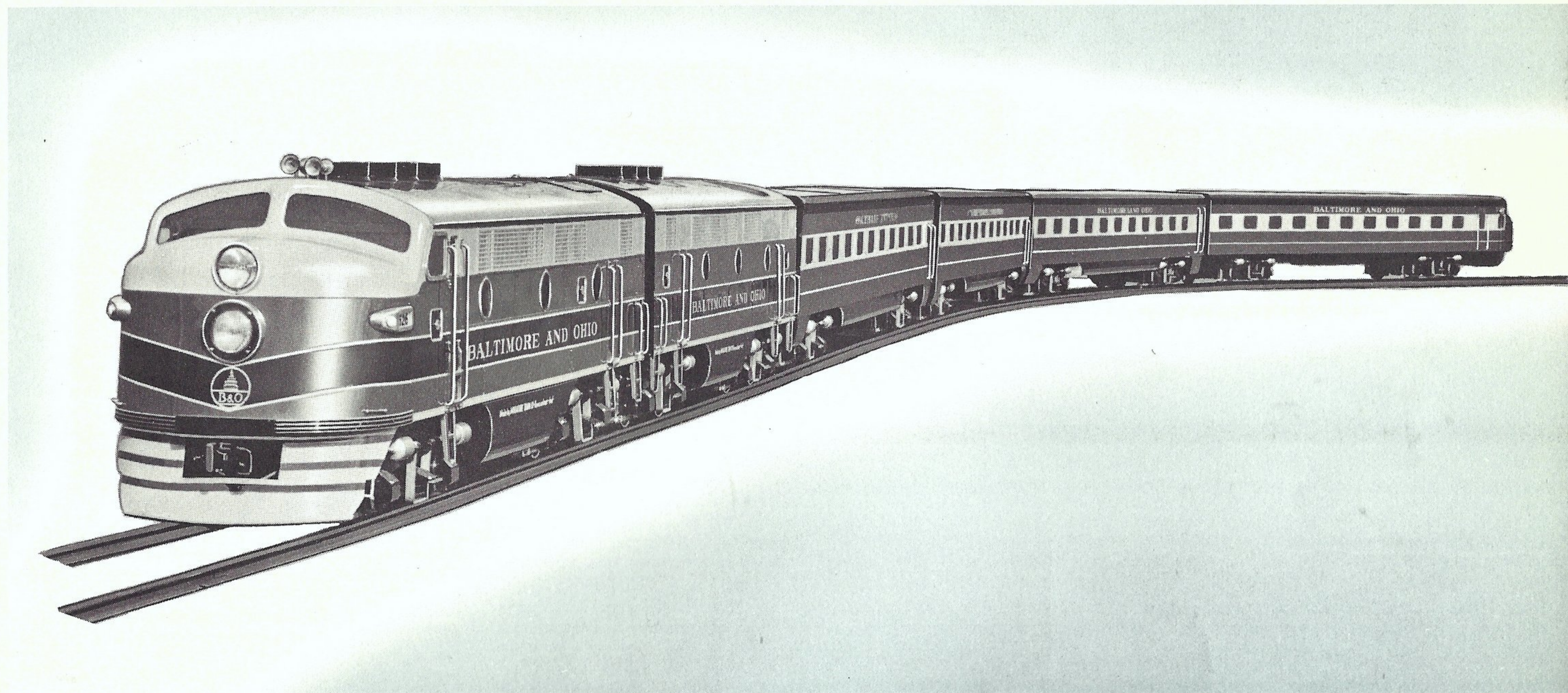
Loads easily on an 18 ft. truck body. Can be assembled in 3-4 hours.

EQUIPMENT

Tent top, sidewalls, starting bell, crates and all tools necessary to set up and operate are standard. Ticket office and Merri-Org are available as extra equipment.

Allan Herschell Company Inc., N. Tonawanda, N. Y.

The Miniature Train Co. G-16 with Fluid Drive



ASK any kiddieland, carnival or park operator what their most popular rides are and they are sure to say—the Miniature Train and Merry-Go-Round. Now that the Miniature Train Co., which was the world's largest manufacturer of miniature trains and equipment, is a member of the Allan Herschell family, we have both rides to offer our customers.

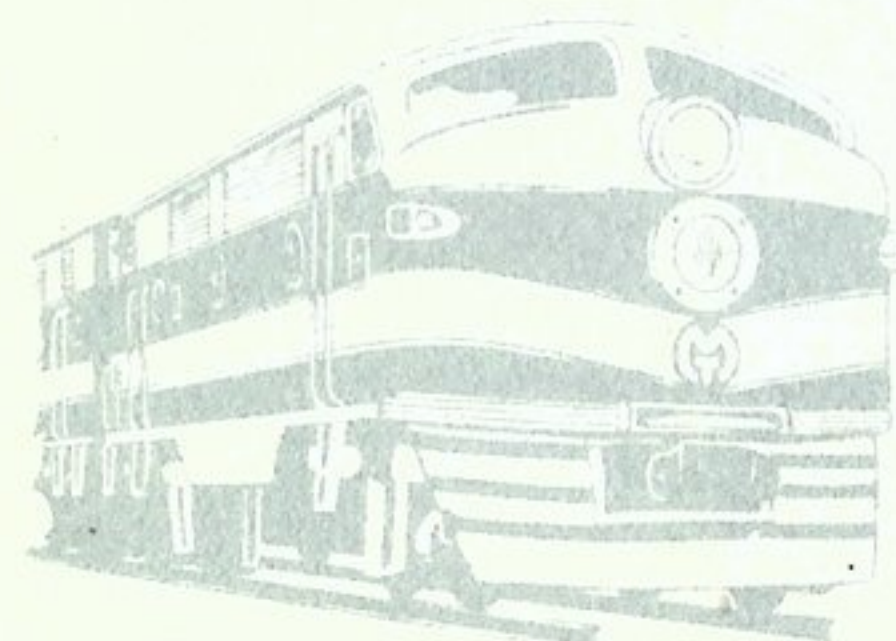
The tremendously successful Model G-16 Miniature Train, which has brought such rich profits to so many owners, will be manufactured to the same high standards at Allan Herschell as it was at Miniature Train.

The same organization, the same plans, even the same machinery that made Miniature Trains in Rensselaer, Ind., will continue to make them at Allan Herschell in North Tonawanda, N. Y. Also, the out-

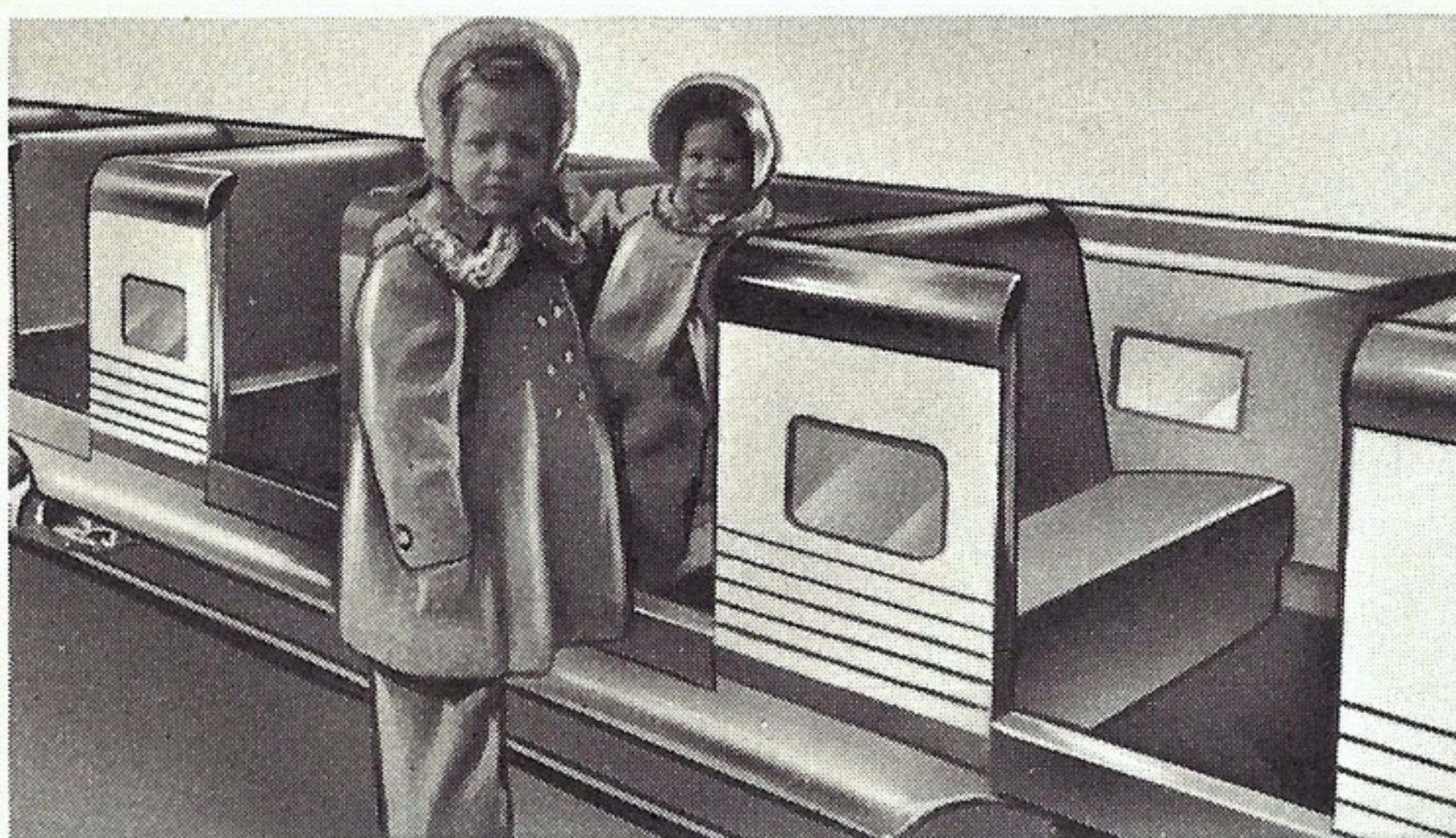
standing service which the Miniature Train Co. gave its customers will be followed to the letter by Allan Herschell.

The G-16 Miniature Train is modeled after the famous F7 Diesel Locomotive by special permission of the Electro-Motive Division of General Motors. Miniature Train spent \$285,000 for the design, engineering and tooling of the pilot model to assure big-train perfection and safety.

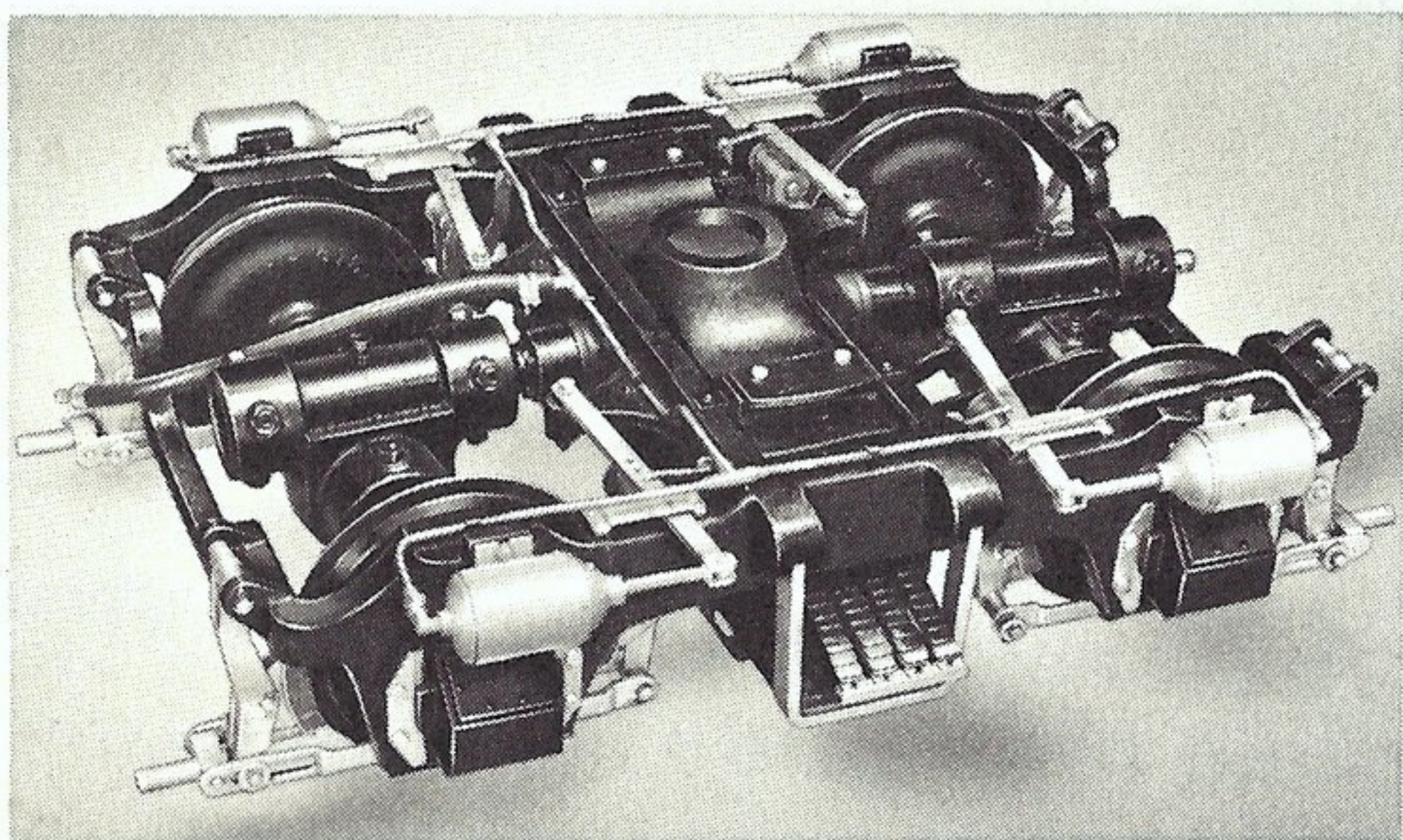
The G-16 adult-size train has the appeal to draw and the capacity to handle the largest crowds. It is designed for big-train realism and constructed for a long and trouble-free life. Ask any of the hundreds of owners of MT Miniature Trains about the safety, popularity and low cost of operation and maintenance of these trains and let their years of experience be your guide.



SEE OTHER SIDE FOR SPECIFICATIONS



Coaches and observation cars of all G-16 trains are of steel construction. One side of car (either right or left) is closed for safety. The other side is open for easy and fast loading and unloading of passengers.



Truck design is undoubtedly the most important factor in the entire train. Frames, brakes, load suspension, and springs of the G-16 are copied faithfully from modern streamliners. Costly construction, yes—but cheapest over the years. No other miniature train can compare in this feature.



The Miniature Train Co.

G-16 MINIATURE TRAINS



Specifications

SIZE AND WEIGHT

	Shipping Weight	Length	Width	Height	Passengers
Locomotives:					
Single "A" Unit (Suburban)	2265 lbs.	10'	31 1/2"	36"	
Double Unit (Limited)	4530 lbs.	20'	31 1/2"	36"	
Triple Unit (Transcontinental)	6795 lbs.	30'	31 1/2"	36"	
Coaches	1570 lbs.	15' 8"	31 1/2"	33"	
Observation Car	1645 lbs.	17' 5"	32 1/2"	33"	
Standard COMMUTER Train	5480 lbs.	43'			24 adults
Standard SUBURBAN Train	7050 lbs.	58' 9"			36 adults
Standard LIMITED Train	10885 lbs.	84' 6"			48 adults
Standard TRANSCONTINENTAL Train ..	17860 lbs.	141' 6"			84 adults

CAPACITY

Twelve adults per coach. Each locomotive is designed to pull up to six loaded coaches. Locomotives may be combined to pull as many coaches as desired.

LOCOMOTIVES

Available as one, two or three complete and separate power units, synchronized and controlled from a single set of controls. May be combined or operated separately. All trim on locomotives and coaches is aluminum or stainless steel.

ENGINE

A "V" type, 4 cylinder, 4 cycle Wisconsin 26 H.P. air cooled industrial engine. Complete electrical system including battery, generator, starter and battery ignition. Oil bath type air cleaner.

FLUID CLUTCH DRIVE

The finest of drives, permitting use of an economical motor size with highest possible draw bar pull for smooth, fast starting. Eliminates gear shifting except to reverse train.

ALUMINUM GAS TANKS

2 non-rusting tanks containing separate fuel strainers. 16 gallon capacity allows all day operation without refueling.

BRAKES

Finest brakes ever installed on an amusement train. Air operation with two brake shoes on every wheel of entire train. Permits any degree of application.

MULTI-SEASON WHEELS

As name implies these wheels are the longest lived wheels ever used on a miniature train, and will last for years without need to remachine each season. Standard throughout train.

CAR COUPLERS

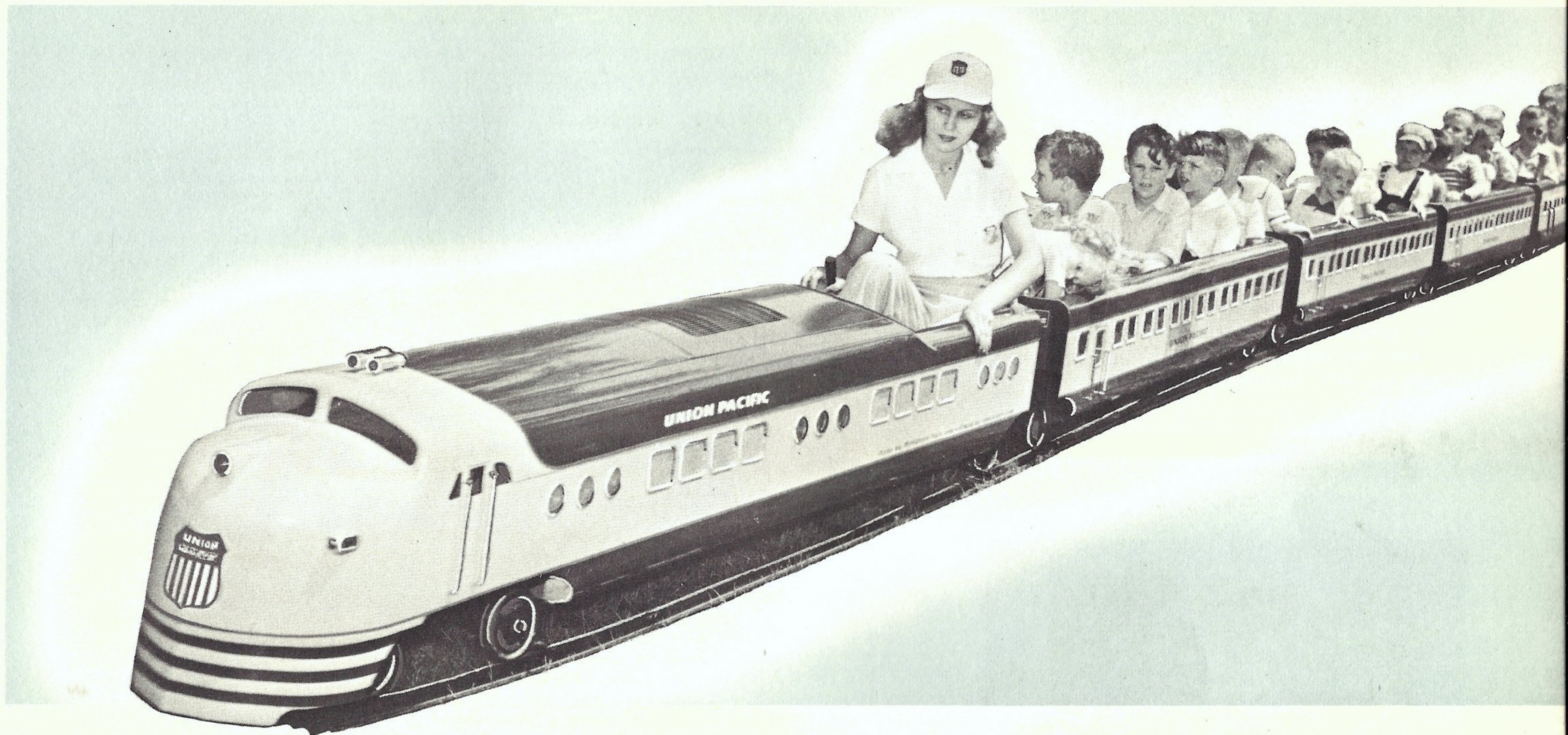
Automatic couplers of tight lock design with drawbars cushioned in rubber. Air lines automatically connected or sealed when coupling or uncoupling cars.

STANDARD EQUIPMENT

Speedometer, tachometer, vacuum gauges, headlight, illuminated train numbers, vacuum booster pump, mellow tone vacuum warning horn, electric warning bell, two zig-zag revolving warning lights for locomotive and observation car.

Allan Herschell Company Inc., N. Tonawanda, N. Y.

The Miniature Train Co. G-12 with Fluid Drive



FOR extreme portability, combined with extraordinary appeal and capacity, you can't beat the Model G-12 Miniature Train. With Miniature Train now a division of Allan Herschell, we will manufacture and service the G-12 to the same high standards of quality established by the Miniature Train Co.

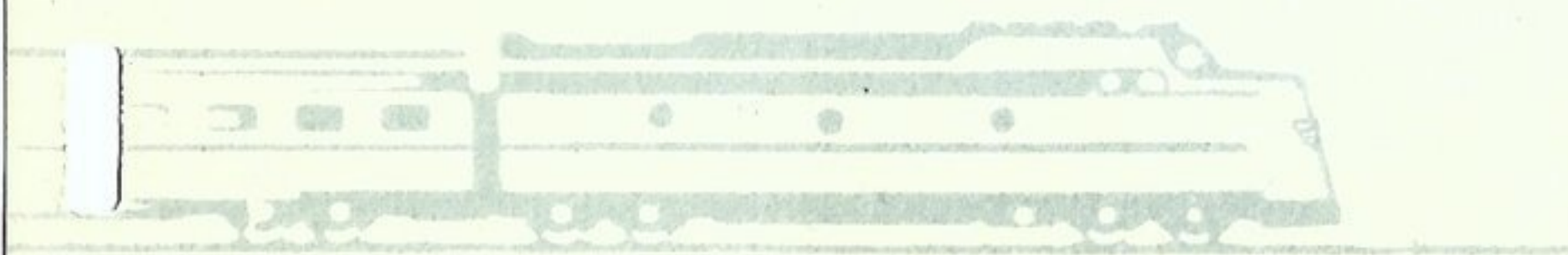
The standard G-12 Streamliner, consisting of one locomotive, two center cars and one observation car, has a big capacity because of the speed of loading and unloading.

The locomotive is powered by an air-cooled gasoline engine driving through two fluid clutches to the two power trucks, through four axles and eight wheels. Locomotive is of ample size to handle one,

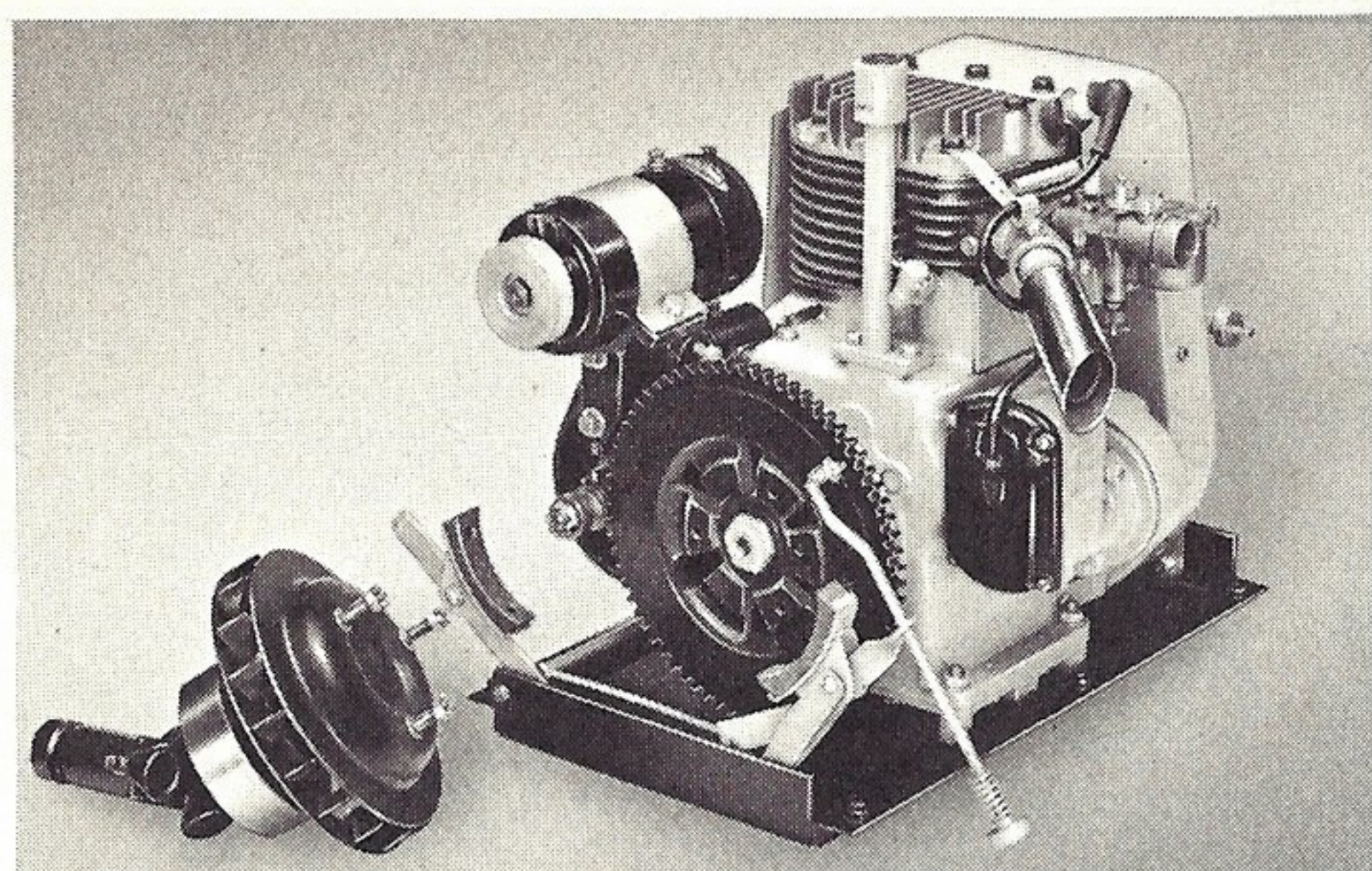
two or three extra loaded cars and still operate economically.

The portability of this model is amazing! A two-wheel automobile trailer transports the G-12. One man can lay the track and assemble the train in 90 minutes and he can disassemble and load it in 60 minutes. Furthermore, this same one man can take tickets and run the train. Truly a one-man operation!

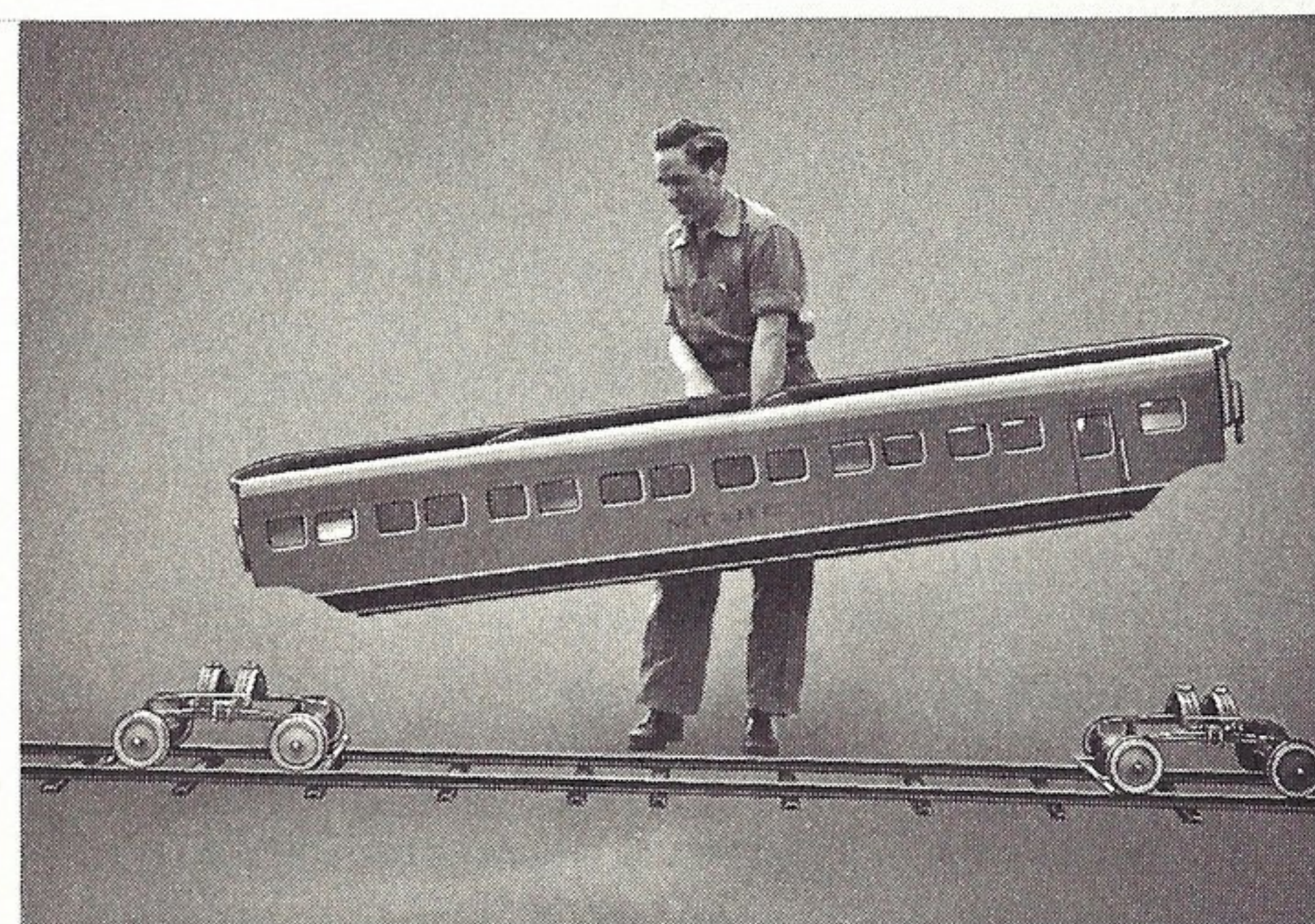
The all-steel, electrically-welded coaches are engineered for absolute safety and long life. Coaches have non-breakable plastic windows and corrugated matting. Passengers are enclosed on both sides. Coaches are the right height for the average youngster to climb into and out of without help. Sectional, all-steel tracks fit any area.



SEE OTHER SIDE FOR SPECIFICATIONS



The power from the motor is transmitted to the eight wheels of the locomotive through two fluid drive clutches mounted directly to the drive shaft. The drive is so easy to operate that a totally inexperienced operator can start and stop the heaviest train load with complete smoothness.



The G-12 is completely portable, can be set up and ready to operate in 90 minutes. One man can handle the entire operation, from laying the tracks and assembling train to collecting fares and running train. Entire unit can be taken down in an hour's time and loaded on an ordinary two-wheel trailer.



The Miniature Train Co.

G-12 MINIATURE TRAINS

Specifications

The standard M-T portable Streamliner consists of one locomotive, two center cars, one observation car and 270 feet of track.

	Shipping Wt.	Length	Width	Height
Locomotive	540 lbs.	10' 6"	18"	22 3/4"
Center Cars	225 lbs.	8' 4 3/4"	18"	20"
Observation Car	268 lbs.	10' 6"	18"	20"
Power Truck	68 lbs.			
Trail Truck	56 lbs.			
Track Sections (per foot)	4.2 lbs.			

Extra cars and track always available.

CAPACITY

Three-car standard train — 14 children. Each additional coach accommodates 5 children. Locomotive is designed to pull up to 6 loaded coaches.

POWER UNIT

Entire power plant including starter, generator, brakes and fluid clutches are built as one unit which can be removed easily and quickly from the locomotive.

ENGINE

6 H.P. four cycle, air cooled, heavy duty industrial type gasoline engine.

LUBRICATION

Pump circulated splash system. Oil pump in engine base—operated from camshaft—convenient filler and bayonet type gauge.

MAGNETO

High tension magneto with impulse coupling.

CARBURETOR

Efficient industrial type carburetor—maximum power with minimum fuel consumption.

STARTER

Electrical automotive type starter employing Bendix drive to ring gear.

GENERATOR

Current supplied through storage battery for starting and lighting.

FUEL PUMP

Electrically operated.

FLUID CLUTCHES

The finest of drives now featured on the best automobiles—insures effortless smooth starting.

BRAKES

Double clasp brakes of self equalizing design for years of service.

DRIVE

Automotive drive shafts to power trucks through double universals.

TRUCKS

Load carried on anti-friction bearings with gears and bearings operating in an oil reservoir. Leaf type springs and body suspension permits safe operating on uneven track. Many exclusive safety features.

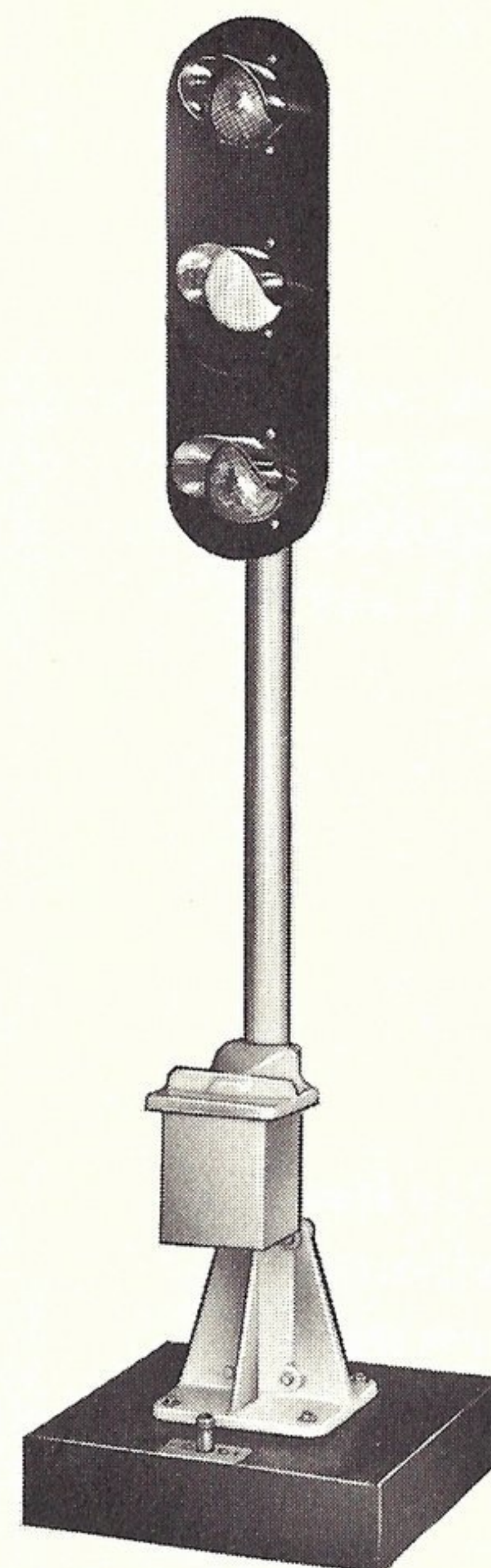
BODY CONSTRUCTION

All metal welded construction—scientific design reduces weight while increasing sturdiness. Never a failure in the thousands of coaches manufactured—aluminum frames enclose non-breakable plastic windows—automotive finish—painted to users' choice.

STANDARD EQUIPMENT

Electric horn, complete running lights, lighted compartments, and head light are standard.

Allan Herschell Company Inc., N. Tonawanda, N. Y.



Automatic Crossing Signal

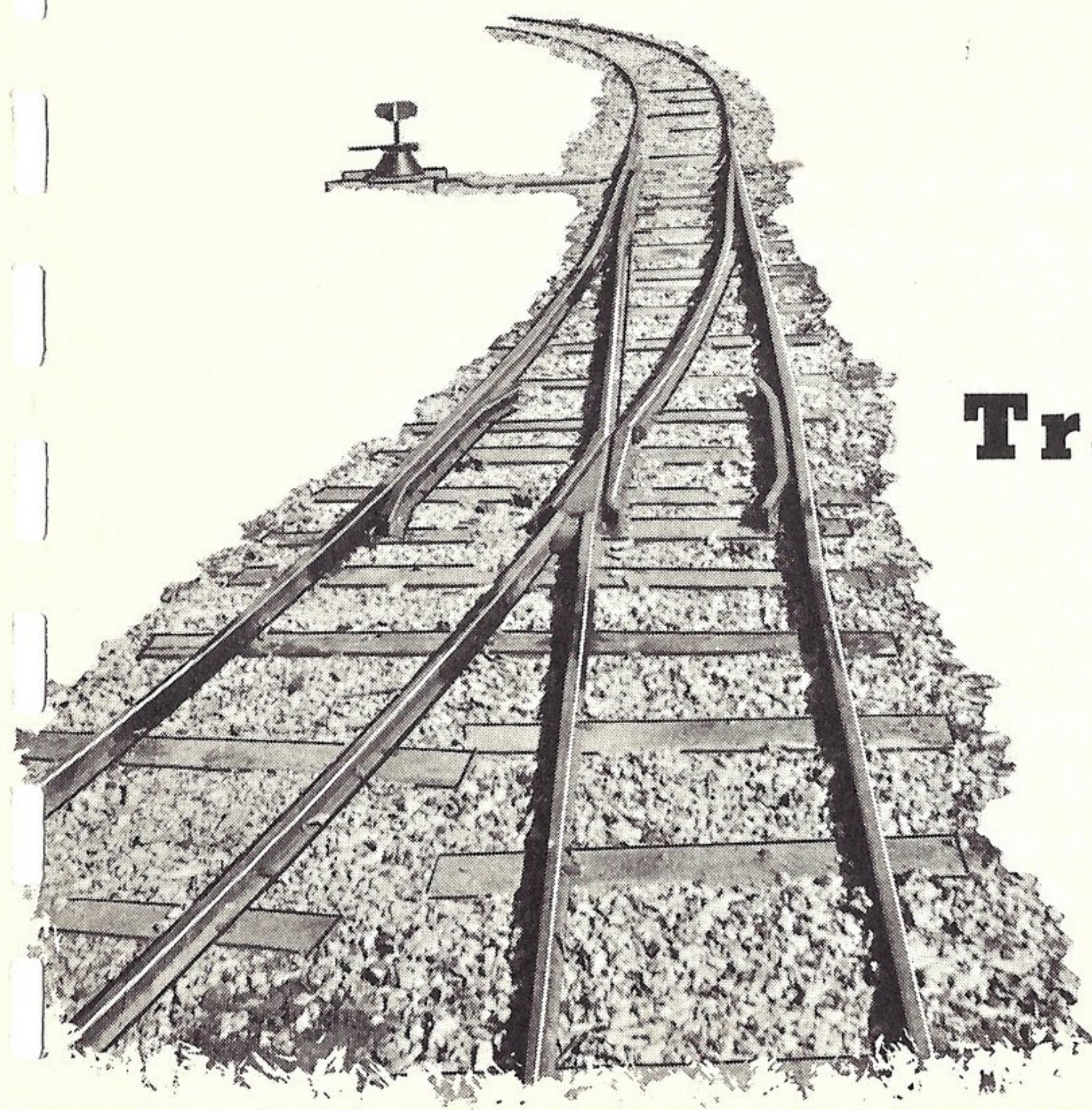
This 7½-foot signal has operating lights and bells which are controlled automatically by the train's position on the track. They are perfect for control of both pedestrian and automobile traffic and attract immediate attention to your train. The clear, strong-toned bell can be heard over a wide area, and the flashing warning lights are brilliant and authentic. All metal construction with weather-proof finish assures long life and trouble-free operation.

Automatic Block Signal

Miniature Train's automatic block signal, controlled by position of train, adds great realism to your train because it is modelled after signals on big railroads. Green, amber and red lights change as locomotive passes signal, so that passengers see full action of the signal. All metal construction with weather-proof finish.

Crossing Gate

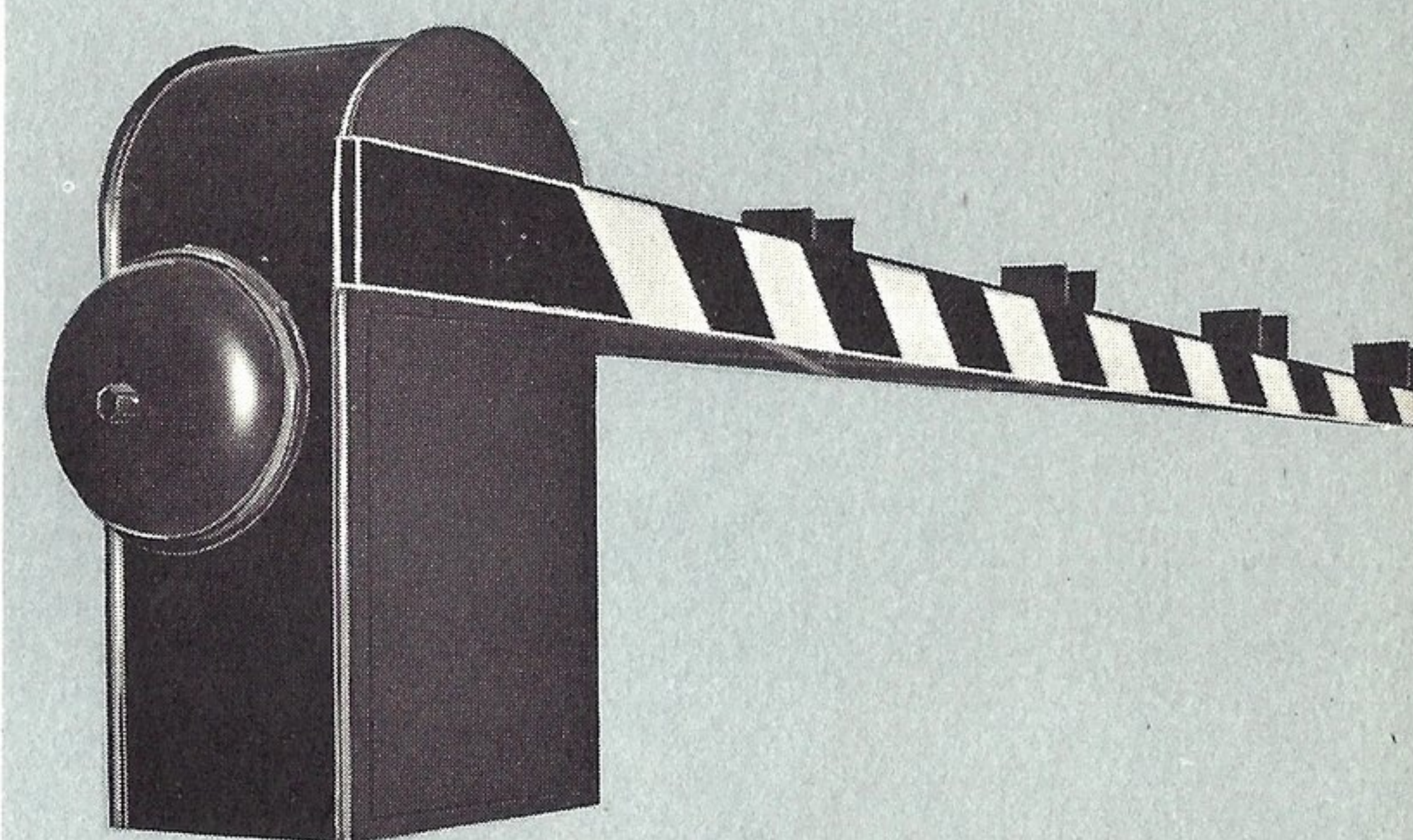
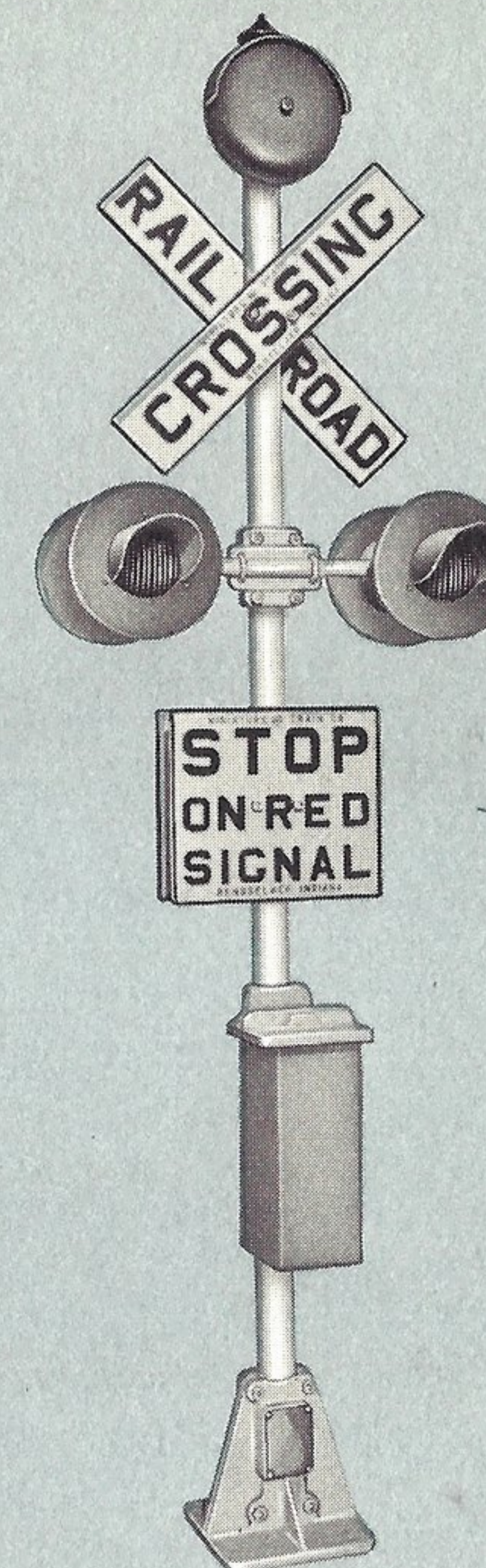
MT's new crossing gate adds flash and realism to your railroad and also is a wonderful "policeman" at your pedestrian or automobile crossings. Arm lowers automatically, guarding crossing as train approaches. Engineered design assures safety to pedestrians as well as absolute dependability of operation. Rugged, all-weather construction and complete automatic controls.



Track Switch

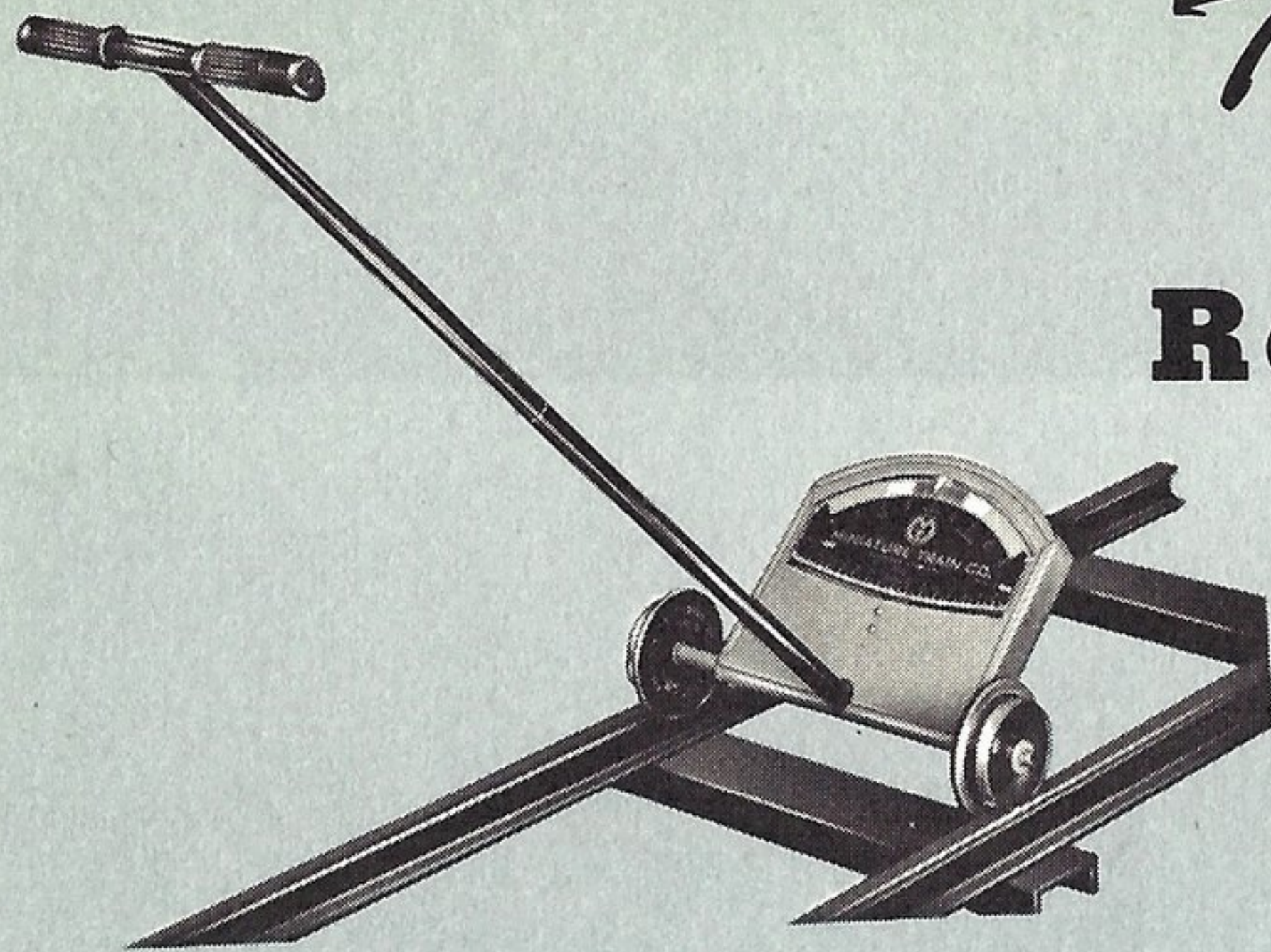
MT's Track Switch is designed especially for use with your G-16 Miniature Train. Frog is of solid cast steel with flame-hardened points. Authentic switch stand, with colorful direction target, can be locked. Spring-loaded switch bar permits automatic non-stop train travel. Complete switch is ready to be spiked to your ties and connect to rails. MT switch can be used with 8, 12 or 16-pound track and is furnished with right or left hand turnout for 14, 15 or 16-inch gauge track.

To determine whether you need a left or right hand switch, stand at switch points and face the frog. If the curved rail branches to left, it's a left hand switch. If it branches to the right, it's a right hand switch.



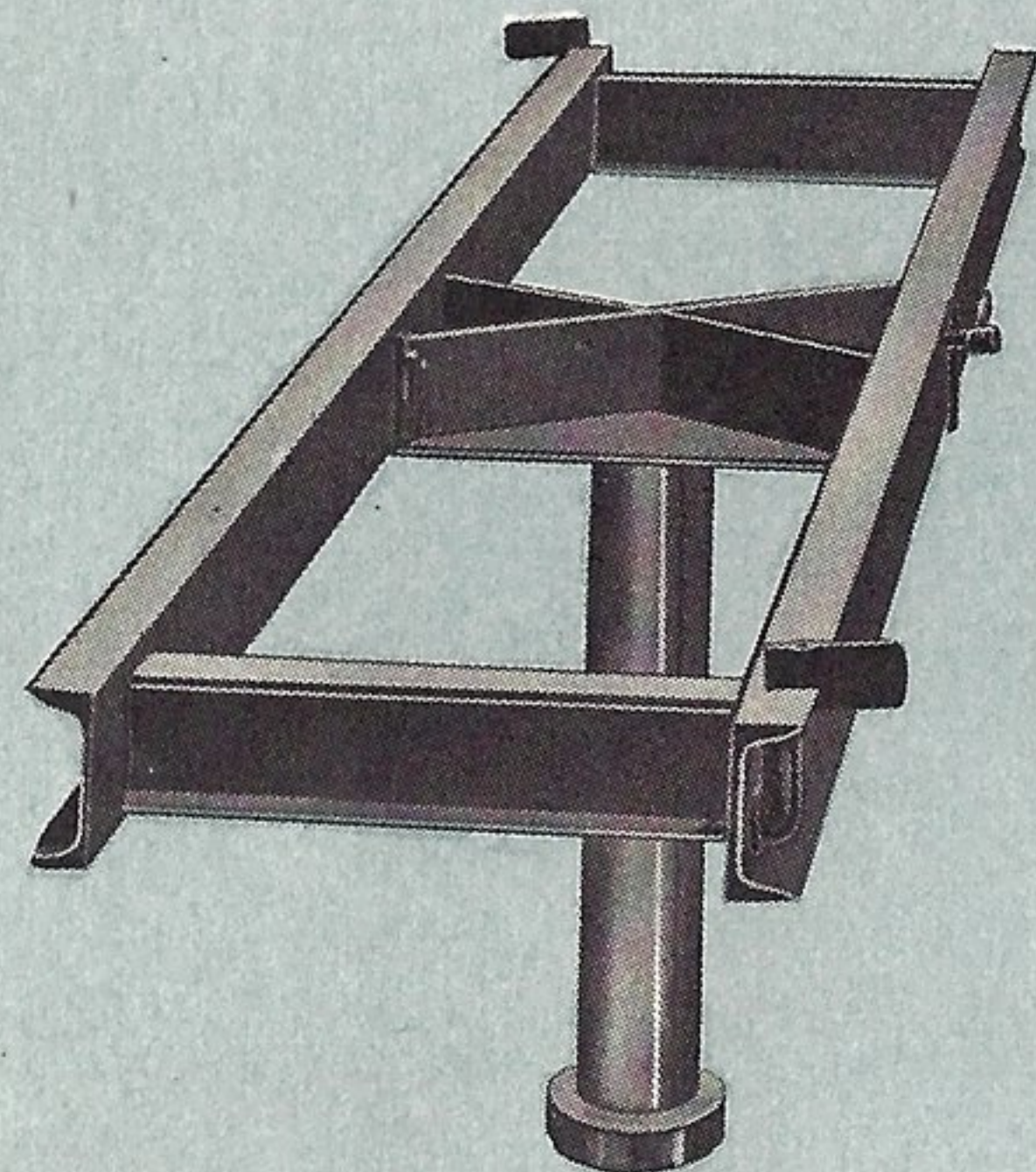
The Miniature Train Co. ACCESSORIES

Rolling Track Gauge



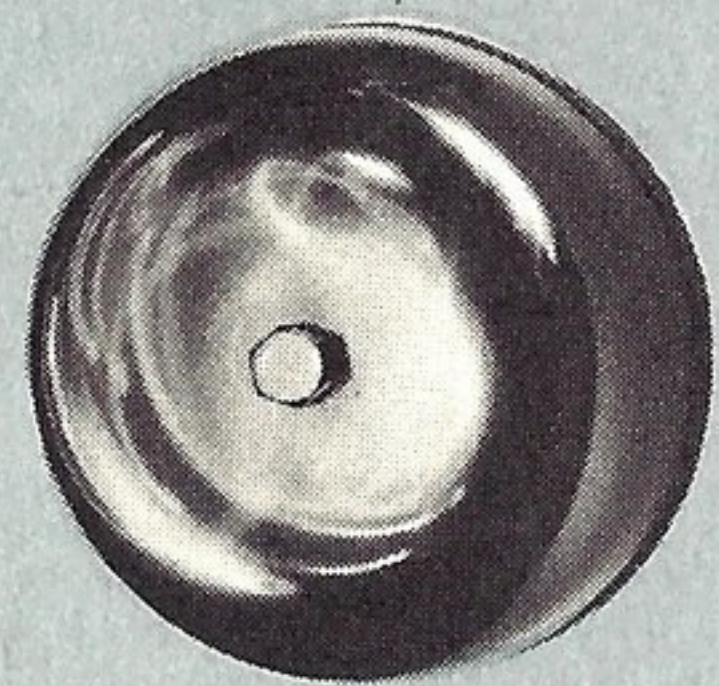
Checking the level and gauge of entire track takes no longer than to walk the track with MT's Rolling Track Gauge. Visual indicator, easily read, tells operator where any track faults are located. Proper track maintenance guarantees a comfortable ride and reduces repair bills. Gauges are available for 14, 15 and 16-inch track. Wider gauges also available.

Hydraulic Hoist



Installed in your siding or mainline, this hoist can lift locomotive 3½ feet for maintenance or turning around. Automatic wheel stops prevent equipment from rolling off when it is lifted. When lowered, it automatically realigns with track rails. Available for 14, 15 or 16-inch gauge track.

Locomotive Bell



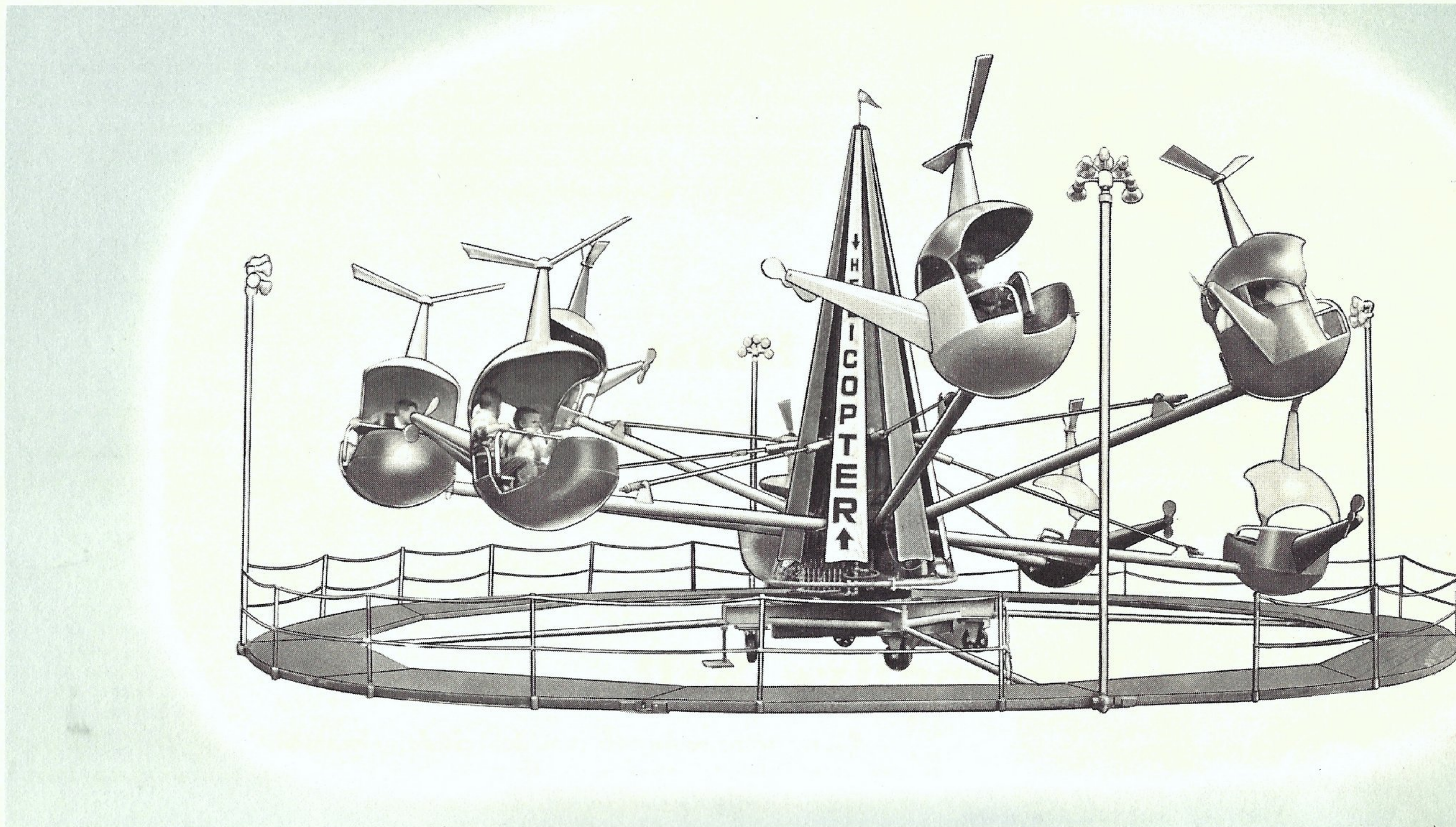
Clear, strong-toned bell provides realism to every Miniature Train and also acts as a valuable safety warning device before starting and stopping train. Operates on a 6-8 volt electrical system or battery.

Zig-Zag Light



Rotating light is similar to those found on front and rear of railroad passenger trains. Available with clear lens for locomotive and with red lens for observation car. Special adapter is available for installation on other types of equipment. Unusual and authentic action attracts the crowds to your train at night. Operates on 6-8 volt electrical system or battery.

Allan Herschell **HELICOPTER** *with Fluid Drive*



AROUND and around! Up and down . . . by the touch of their hand. That's the thrill of Allan Herschell's new Helicopter Ride. Each Helicopter cab has its own "joy stick", or control lever. By moving it, the riders can make their plane rise or fall independently of all the others.

It's a great thrill . . . the thrill of command . . . like the thrill Dad gets when he puts his foot down on the accelerator of a new, high-powered car.

It's a thrill that appeals to all ages. Those who bought Helicopters in 1956, the first year they were on the market, enthusiastically

reported it was a great "intermediate" ride with strong appeal for older children. There is appeal not only in the "joy stick" but also in the novel design and bright coloring of the cabs, which have two propellers.

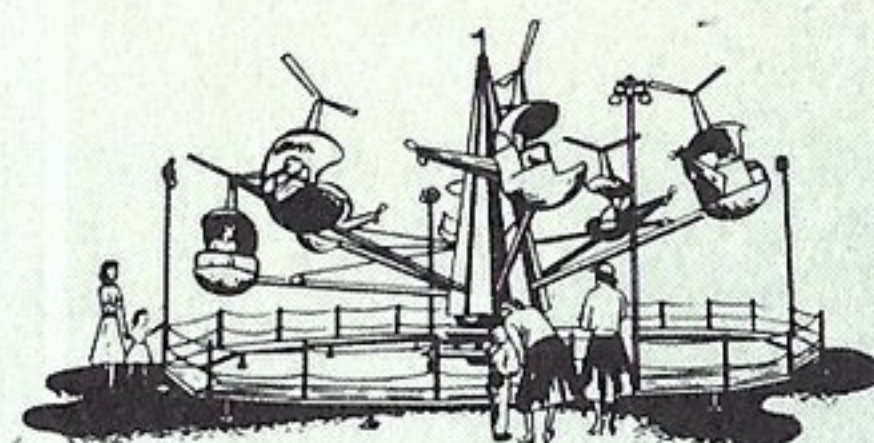
And it has big capacity, too! There are eight cabs, each holding three children or two adults. All are loaded at the same time.

Its earning power already has been proved. It was a hit at the 1956 Canadian National Exposition and the 1957 Florida State Fair at Tampa. A Helicopter at the El Centro, Calif., fair in 1956 did 40% of the gross kiddieland business.

SEE OTHER SIDE FOR SPECIFICATIONS



HELICOPTER CARS
are made of spun aluminum reinforced with steel tubing. Each of the eight cars holds three children, or two adults, or one adult and two children. In the picture at the left, the children have their hands on the control bar which regulates the rise and fall of the car.



Allan Herschell **HELICOPTER** *Specifications*

SIZE AND WEIGHT

Overall outside diameter, 37'.
Height (raised position), 15'-0".
Diameter of Helicopter path, 30'-0".
Weight (crated), approximately 8700 lbs.

CAPACITY

24 children.
Eight cars, easily accommodating three children each, or 2 adults each, or one adult and 2 children each.

DRIVE MECHANISM

All power for Helicopter ride is supplied by one 7½ HP three-phase, 220/440-volt, 60-cycle motor. (Single-phase, 220-volt, 60-cycle motor also is available.) Motor is started and stopped by timer and magnetic motor starter, both mounted in an all-weather, cast-aluminum control box. Rotational movement of ride comes through a smooth-operating, fluid drive, assuring quick, gentle starts and stops. The rise and fall of the Helicopter cars as they rotate is accomplished hydraulically with an oil pump powered by the same motor which powers the fluid drive. Passengers themselves control the rise and fall motion by moving a control bar in each car. Operator can control movement of all cars when starting and stopping ride.

CONSTRUCTION

The drive and hydraulic mechanisms are contained in a rectangular center frame. This frame is constructed of I-beams and rugged tubing and is mounted on heavy duty casters for easy portability. Platform of ride is centered by radius rods from center frame. Chain fence encircles platform. Helicopter cars, made of spun aluminum reinforced with steel tubes, are mounted at ends of the eight tubular sweeps. Tops of the Helicopter cars are hinged. When tops are raised, cars can be stacked for easy and compact portability. Rotors on the tops and tails of the cars are quickly assembled and disassembled. All wiring is rubber-covered cord with quick disconnects.

LIGHTING

Ride is illuminated by 20 150-watt floodlights. Five floodlights are at top of four tubular light poles mounted on outside of platform.

DECORATION

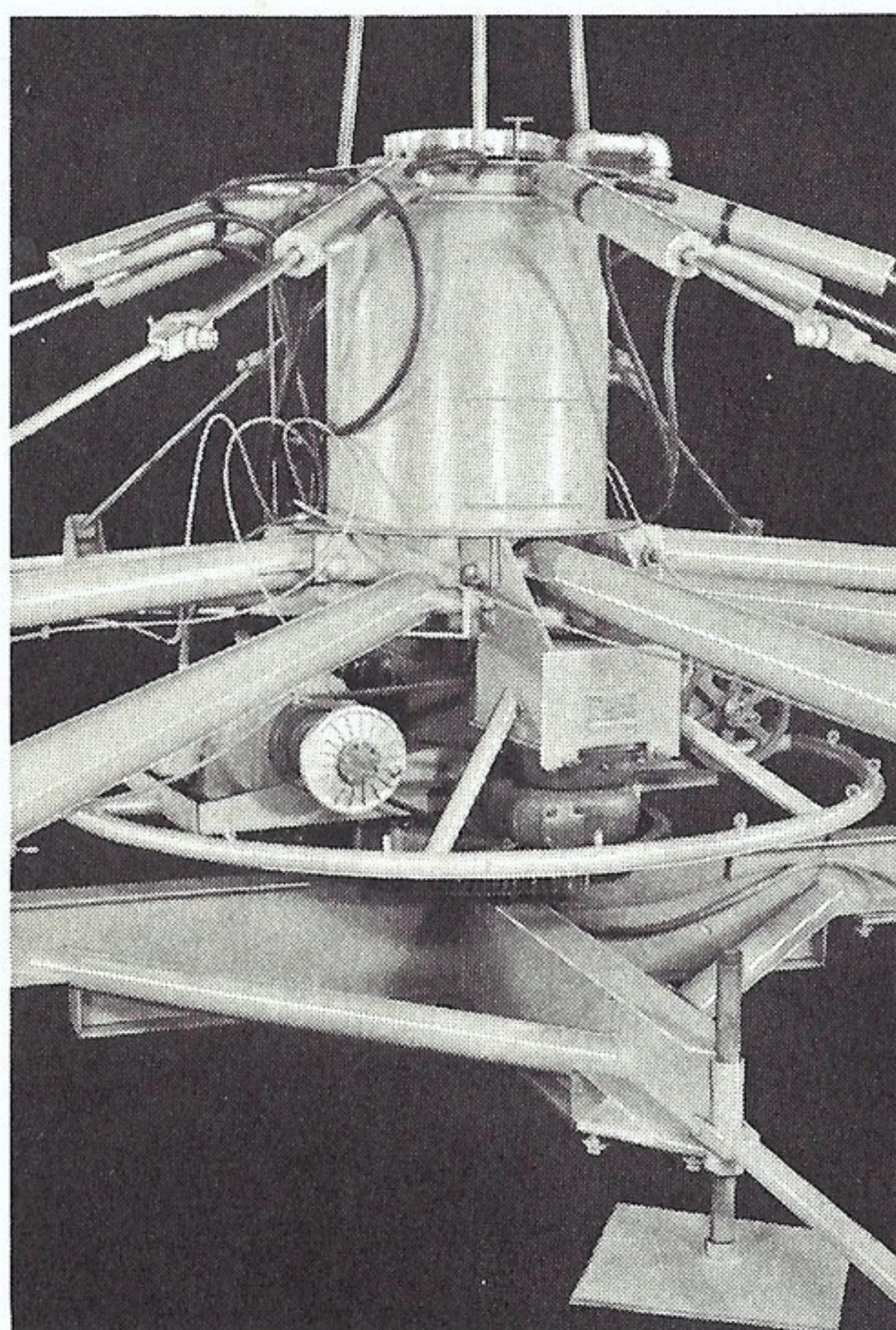
Helicopter cars are vividly colored with bright, durable paint. Center canvas banners obscure center drive frame.

PORTABILITY

Ride can be set up by two men in four hours. No hydraulic connections to make or break. Ride can be loaded on a single 18-foot truck body with a minimum truck height of 6'-5". At extra cost, Allan Herschell can supply a special 2-wheel trailer for carrying center drive behind automobile.

STANDARD EQUIPMENT

All necessary crates and tools needed to set up and operate are supplied as standard equipment. Center canvas banners also are standard.



DRIVE MECHANISM
is compactly mounted on a rugged center frame. Heavy casters make the ride easily portable. Magnetic motor starter, timer and fluid drive assure smooth, effortless operation and they are standard equipment.

Allan Herschell ROADWAY RIDE



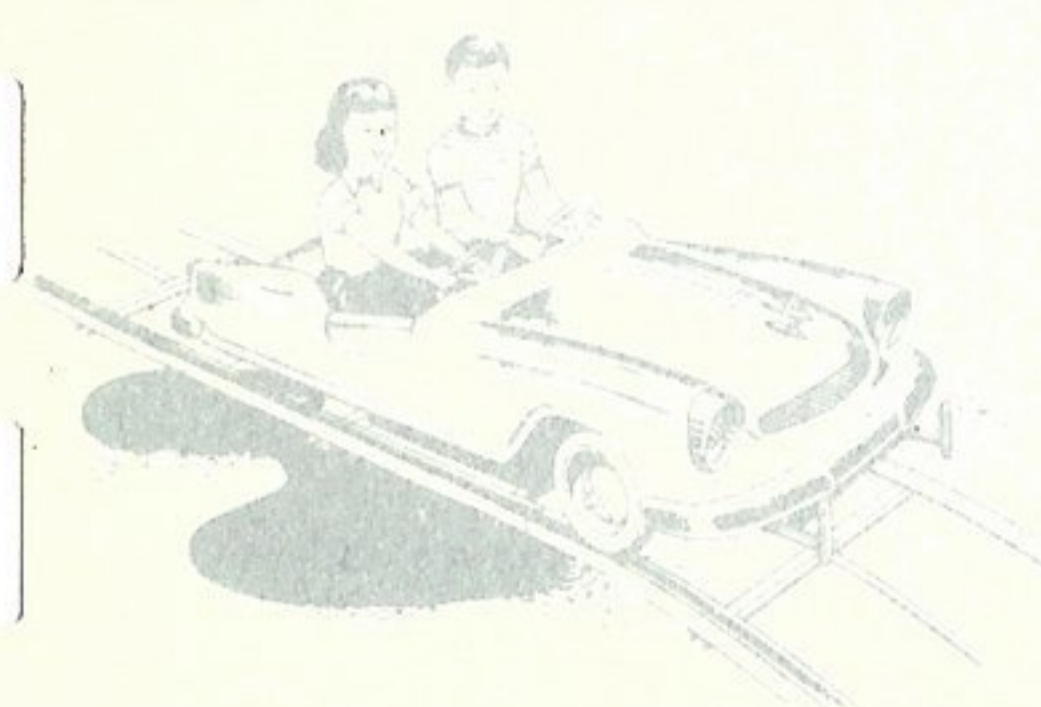
THE new Allan Herschell Roadway Ride has everything: realism, tremendous appeal, high capacity, and the utmost in safety. There is no shock hazard in its 32-volt system and just as important, the low voltage also permits a simple, trouble-free electric pick-up without the complicated devices required to guard higher voltages.

The track is portable and it's complete when it leaves our factory. You don't have to build anything extra. Just put the easy-fitting Allan Herschell track sections together and you are in business.

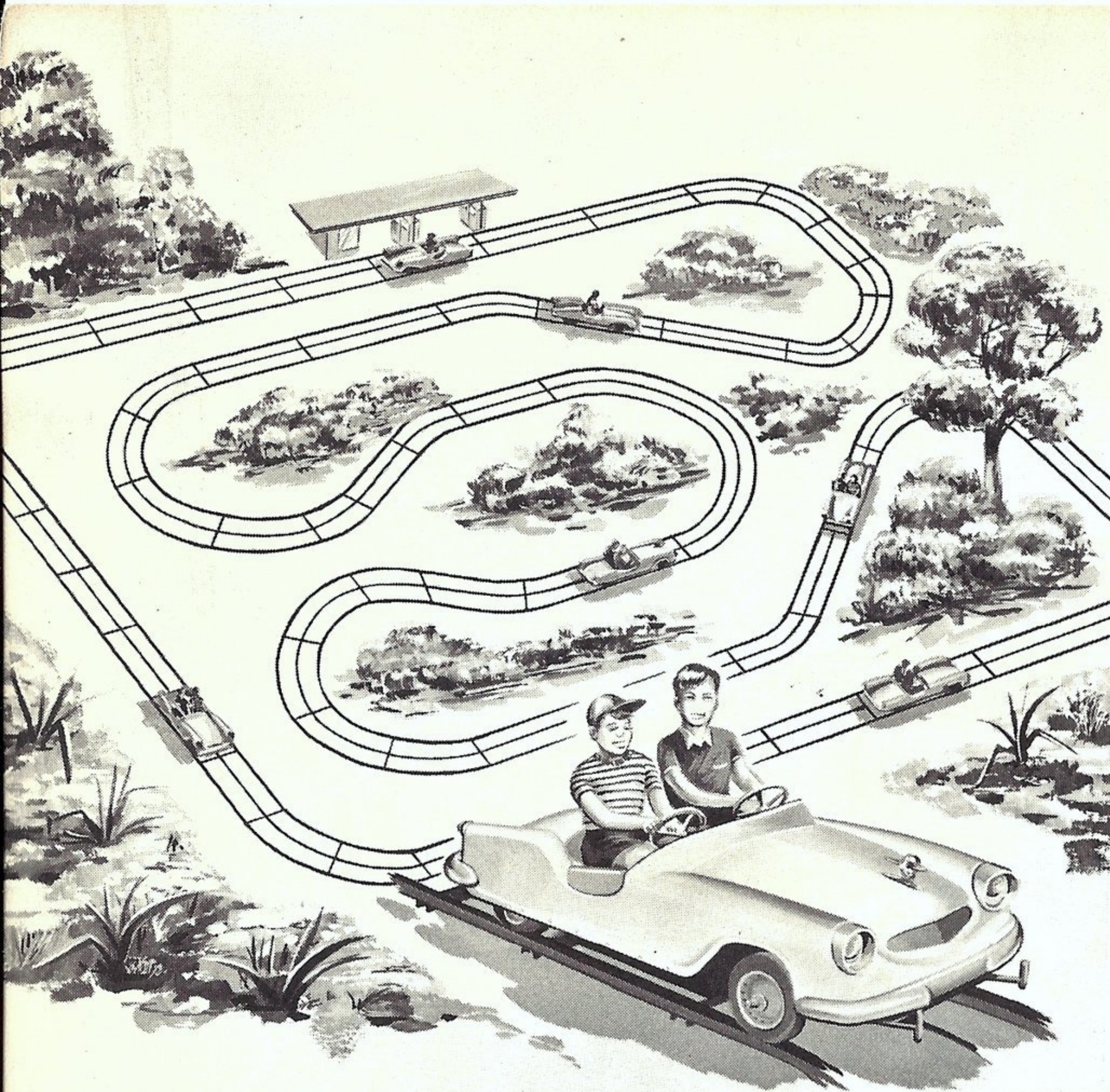
Many layouts are available (see other side of this sheet). The four-lane short is very adaptable both for carnivals and for parks. By

simply rearranging the track sections, four additional layouts can be made from the same sections in the form of an I, a T, a right-hand L, and a left-hand L. This enables a carnival to devote only 40' of mid-way frontage to the ride and lay out the rest of the track in accordance with the space available. The four-lane short ride gives a fifty-second once around ride, for maximum capacity and return on the investment.

For deluxe operations, the four-lane long and six-lane rides, with their fascinating configurations and their 70 and 60-second rides once around, are recommended.



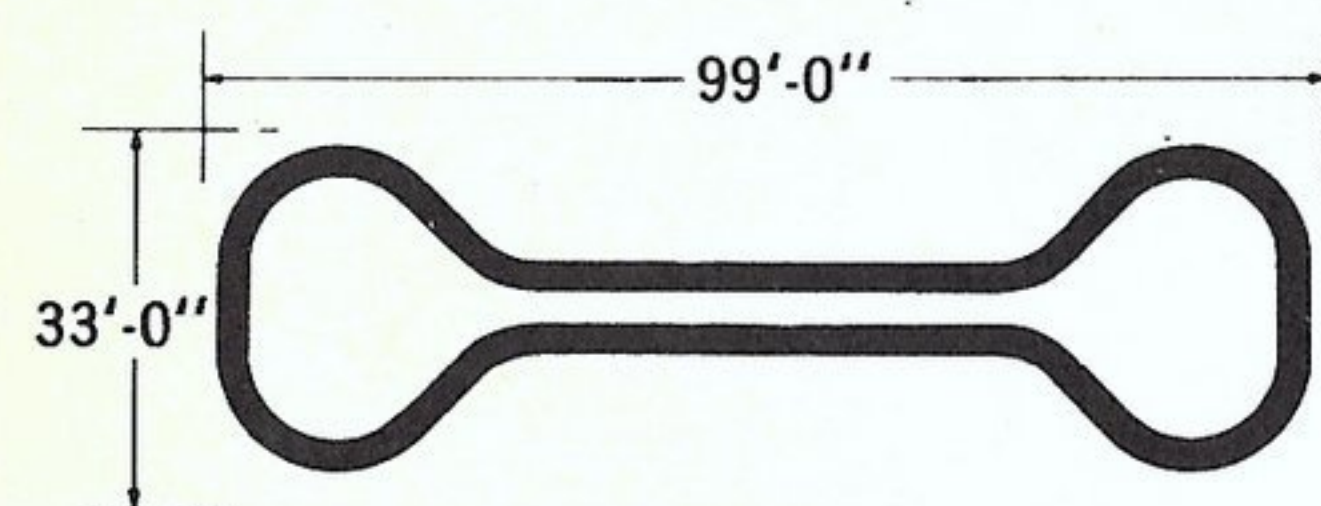
SEE OTHER SIDE FOR SPECIFICATIONS



SIX-LANE

465'-6" of Track.

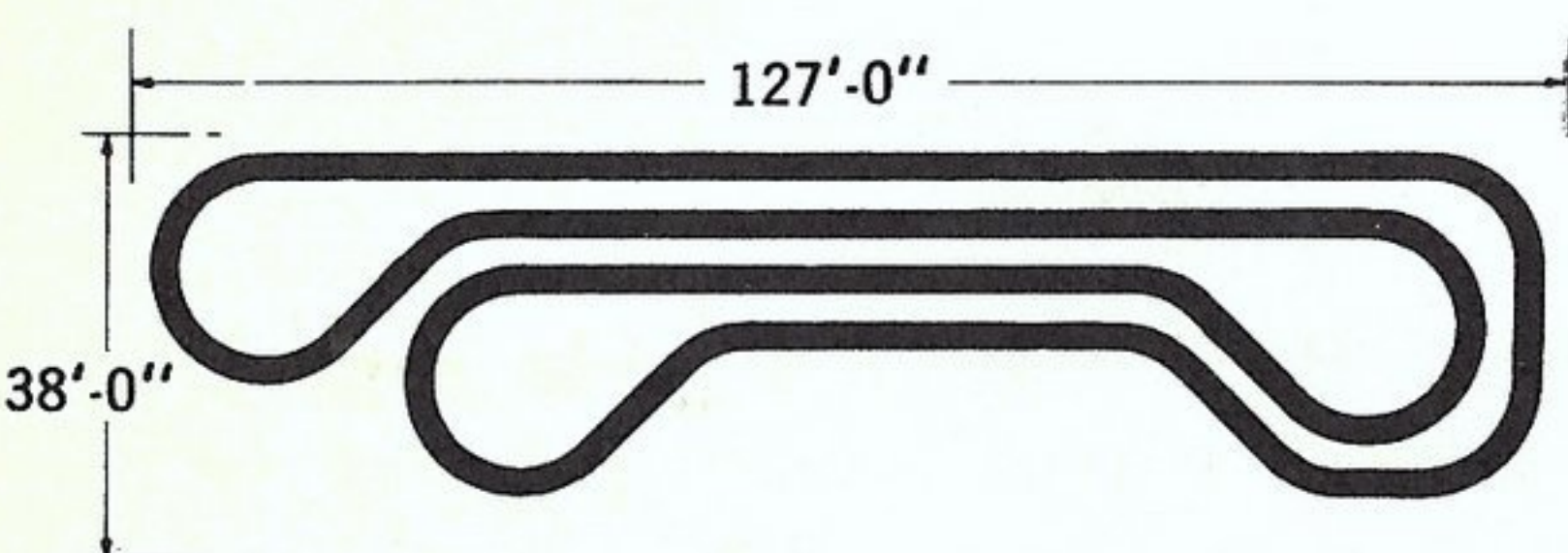
1-minute ride, once around.



TWO-LANE

233'-5" of Track.

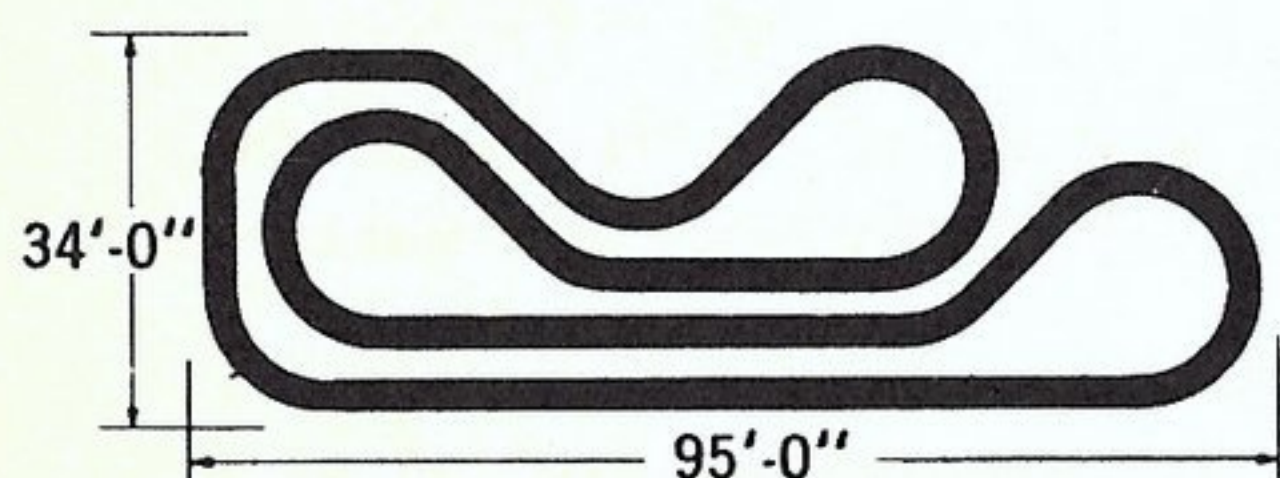
1-minute ride, twice around.



FOUR-LANE LONG

499'-6" of Track.

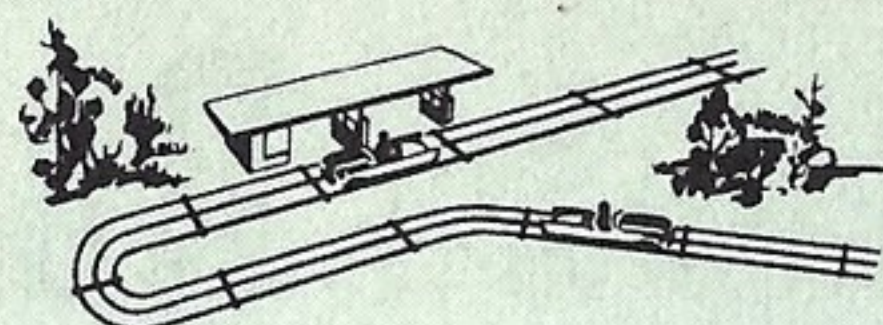
1-minute, 10-second ride, once around.



FOUR-LANE SHORT

368'-8" of Track.

50-second ride, once around.



Allan Herschell

ROADWAY RIDE

Specifications

SIZE OF CARS

Width—34"
Length—79"
Height to top of wheel—21"
Width of seat—26"

CAPACITY

Six cars furnished in a standard ride, each car holding two children. Total capacity of standard ride—12.

CONSTRUCTION OF CARS

One-piece Royalite body is mounted on rugged steel chassis. Each car is powered by 32-volt, 60-cycle motor, driving right rear wheel through roller chain drive. Each car has two steering wheels, with two passenger-operated simulated horns. There are two headlights and two tail lights per car; all are illuminated. Cars have two double-flanged iron wheels and two rubber tired wheels. Current from live rail of track is picked up by a quickly-positioned phosphor bronze contact on each car. Cars are furnished with covers.

TRACK

Track is offered in a choice of four standard layouts, ranging in length from 233' to 499'. See layouts at left. In the two lane, all cars load and unload at the same time and go around twice for a complete 1-minute ride.

The other three layouts are longer. The cars load and unload individually and go around once for a complete ride.

Track is complete at factory and is ready for operation after purchaser joins the easy-fitting sections. No track construction whatsoever is required of purchaser. Low-voltage system is safe, with no shock hazard. Steel track offers great durability.

ELECTRICAL CONTROLS

Separate controls in all-weather control box energize track in three sections of the loading area, with one control for balance of ride. Controls in loading area normally are off for safety reasons and to speed up loading of passengers. Ride is complete with transformer which reduces current from 110 volts or 220 volts, 60-cycle, single phase, to 32 volts. Necessary wiring from transformer to track and from transformer to track controls is provided as standard equipment.

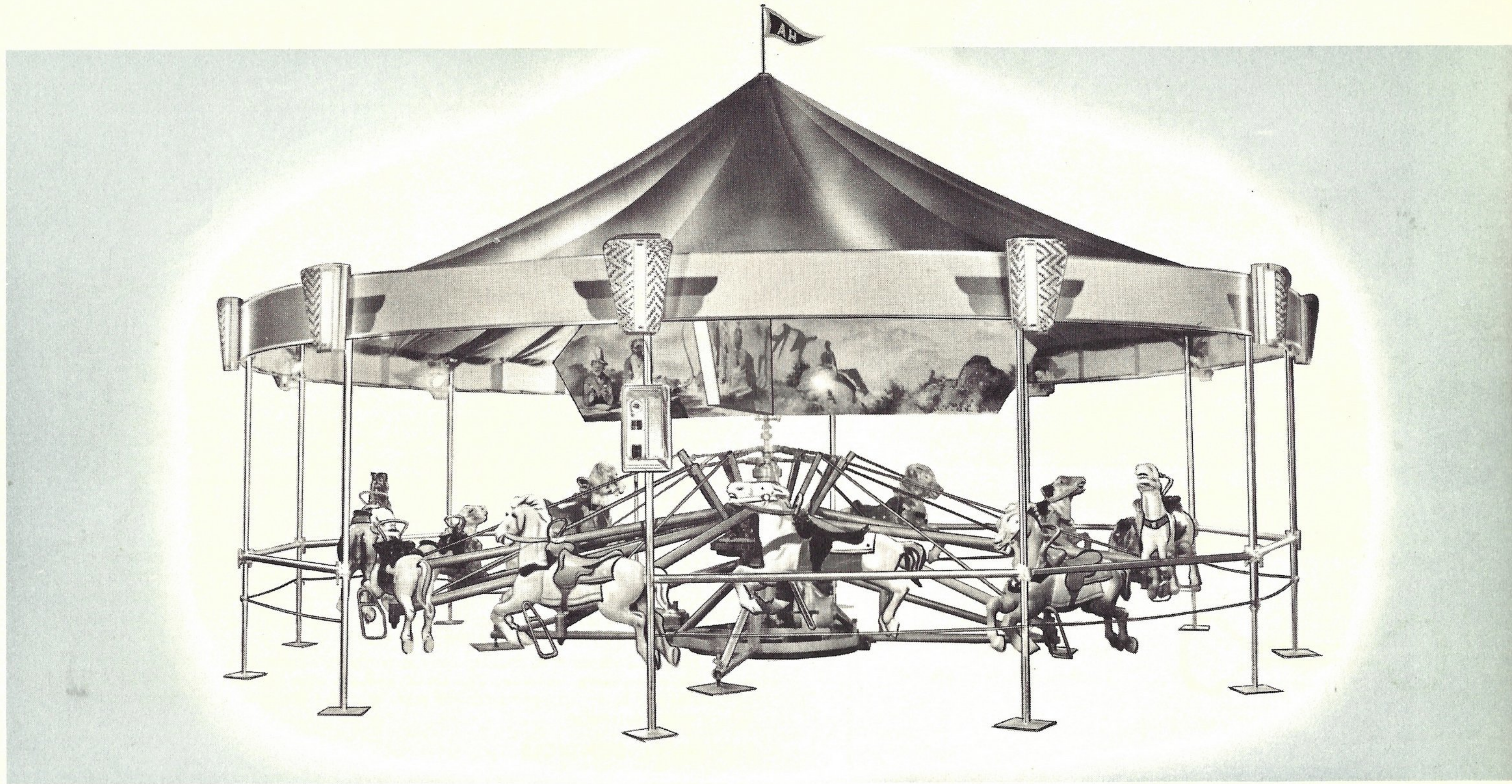
PORTABILITY

The ride is readily portable. The amount of truck space required depends on the length of track ordered. Two men can erect the 4-lane short layout (369') in three hours.

ACCESSORY EQUIPMENT

Light towers are available as accessory equipment.

Allan Herschell **RODEO RIDE** *with Fluid Drive*



ALLAN HERSCHELL'S new Rodeo Ride is one of the most unusual amusement rides ever built with a really unique thrill. The horses are set right out at the end of the sweeps and, with no horsepipes or platform to obstruct the view, it's just like riding a real horse over the ground.

The rotary movement of the center drive sends the horses around and around and the cam lifts give them an up-and-down galloping action. And then there's a new ingredient—the ridin' and shootin' thrill of the West. As the horses gallop around, the young buckaroos astride them shoot at the "bad men" in the center panel above the drive. Lights in the villains' guns blink as the ride revolves to simulate a shoot-back action with a realistic wallop.

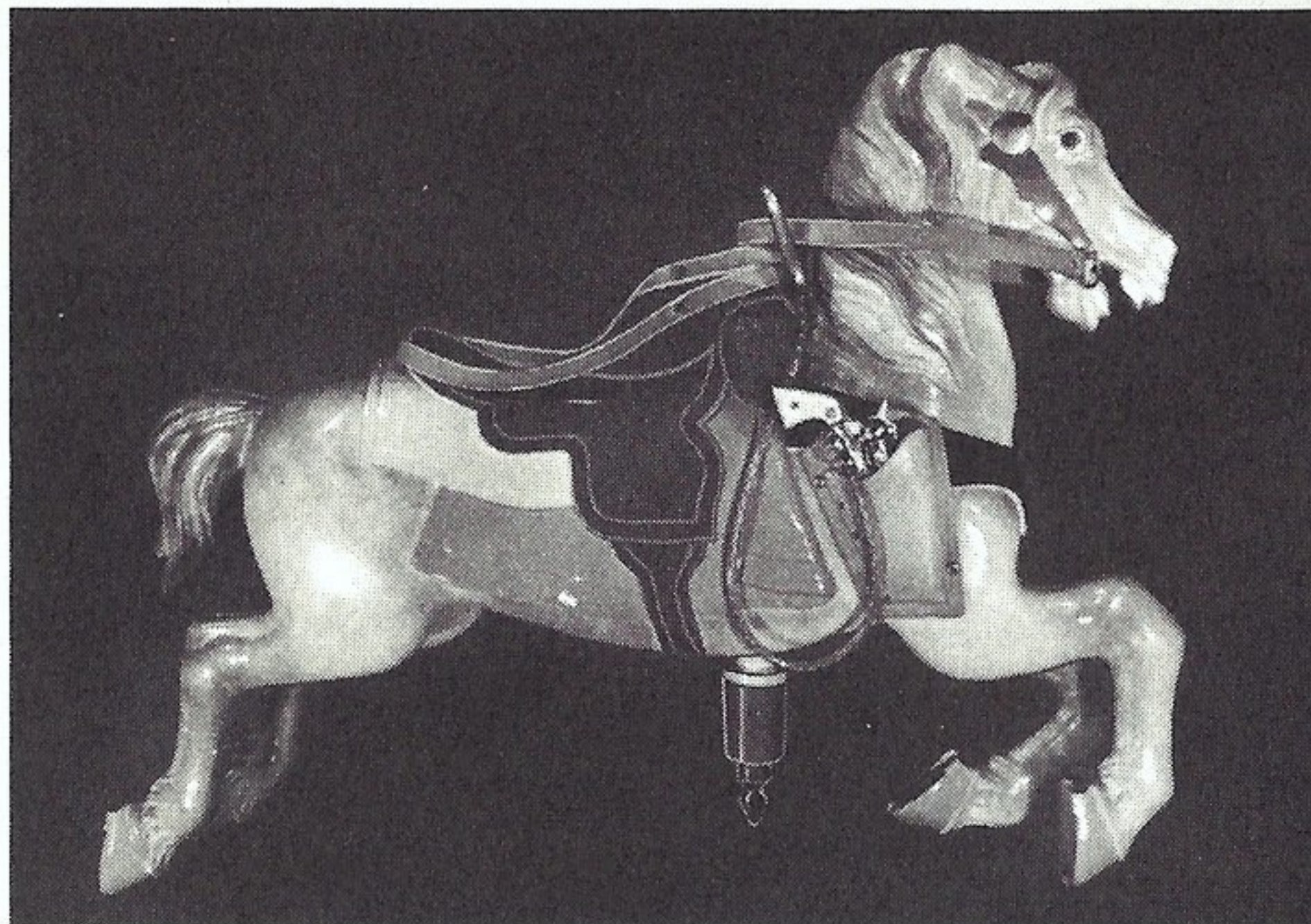
Because the horses are adult-size, the Rodeo has wide appeal. With its extreme portability, the Rodeo is particularly popular to owners playing celebrations.

Among the enthusiastic owners of the Rodeo Ride are F. E. Gooding, Bernard Allen, Carl Burkhart, Earl Ingalls, Mac Duberges of Toronto, Bill Lynch of Halifax, Capital Corporation of Houston and A. J. Sunny of Cleveland. Visit any one of them and see what a great ride it is.

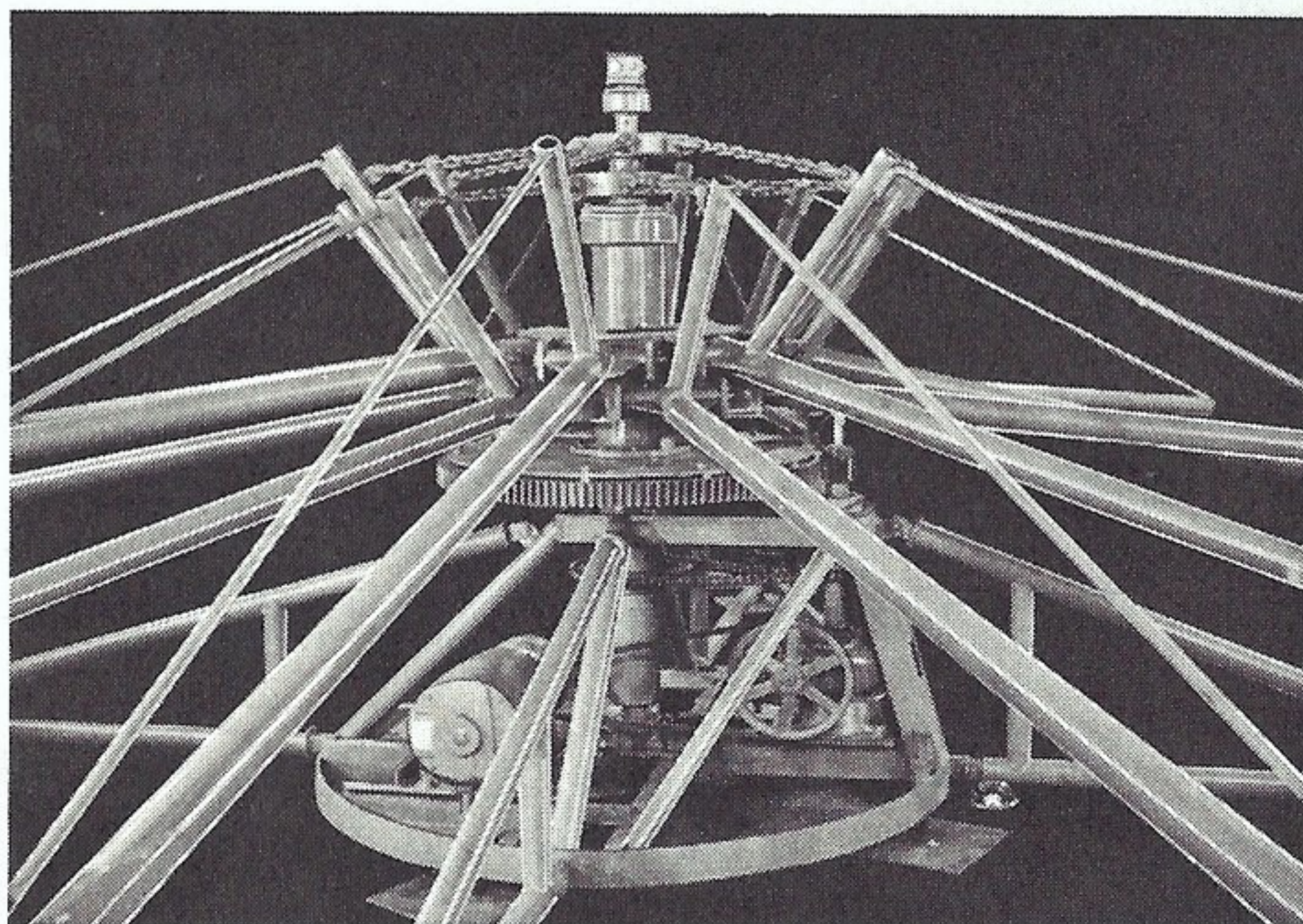
The Rodeo is a profit-packed ride with a tremendous appeal at a reasonable price. It has proved its money-making ability over and over again.

SEE OTHER SIDE FOR SPECIFICATIONS





The horses on the Rodeo are genuine Allan Herschell Merry-Go-Round horses, brightly-colored in true western colors and each having a western saddle. The pommel on the saddle adds realism and increases safety by giving the rider something to hold. Other safety features are rigid stirrups and a stout rein. Western-style holster with realistic-looking gun is attached to each horse. Gun is on long chain to prevent removal.



Center unit of sturdy angle and channel iron is mounted on heavy-duty casters for portability. Four strong tubular legs from center stabilize ride. The 12 horses are carried by tubular sweeps driven by the rotating shaft. The undulating motion is achieved by eccentrics attached to the shaft. Each eccentric is encased in a ball-bearing ring housing with ears. Chain links connect sweeps to ears. Ride is equipped with fluid drive, timer and magnetic motor starter.



Allan Herschell RODEO RIDE

Specifications

SIZE

Overall diameter—
26'-4" without top and cornice.
27'-8" with top and cornice.
Overall height—
9' without top and cornice.
17'-8 3/4" with top and cornice.

CAPACITY

Twelve children or adults.

DRIVE MECHANISM

Fluid drive is mounted on shaft of 2 HP, 3-phase, 220-volt, 60-cycle motor. Single phase or 25-cycle motor also is available. The ride is started and stopped by a timer and a magnetic motor starter which are mounted in an all-weather, cast-aluminum control box. Heavy duty worm gear reducer is driven by V-belts, requires only an annual check of oil level. All drive components are firmly attached to center members, making gear alignment positive.

CONSTRUCTION

Center unit is built of sturdy angle and channel iron and is mounted on heavy-duty casters for portability. Four strong tubular legs extend from center unit to stabilize ride. The 12 horses are carried by tubular sweeps, which are driven by center drive unit. The horses are made up from cast aluminum sections, each section carefully welded by the heliarc process. Each brightly-painted horse has a Western saddle with pommel, the pommel adding realism as well as increasing safety by giving rider something to hold. Other safety features are rigid stirrups and rigid rein. Western-style holster with realistic looking gun is attached to each horse. Gun is on long chain to prevent removal.

ACTION

As horses revolve clockwise, they also move up and down on end of sweeps which move in vertical planes. Riders "shoot" the guns at "bad men" painted in three panels in center of ride. These panels form 120° angles with each other so that a panel always is in view of each rider. Lights in the men's guns blink, making it appear to the riders that the "bad men" are shooting back at them.

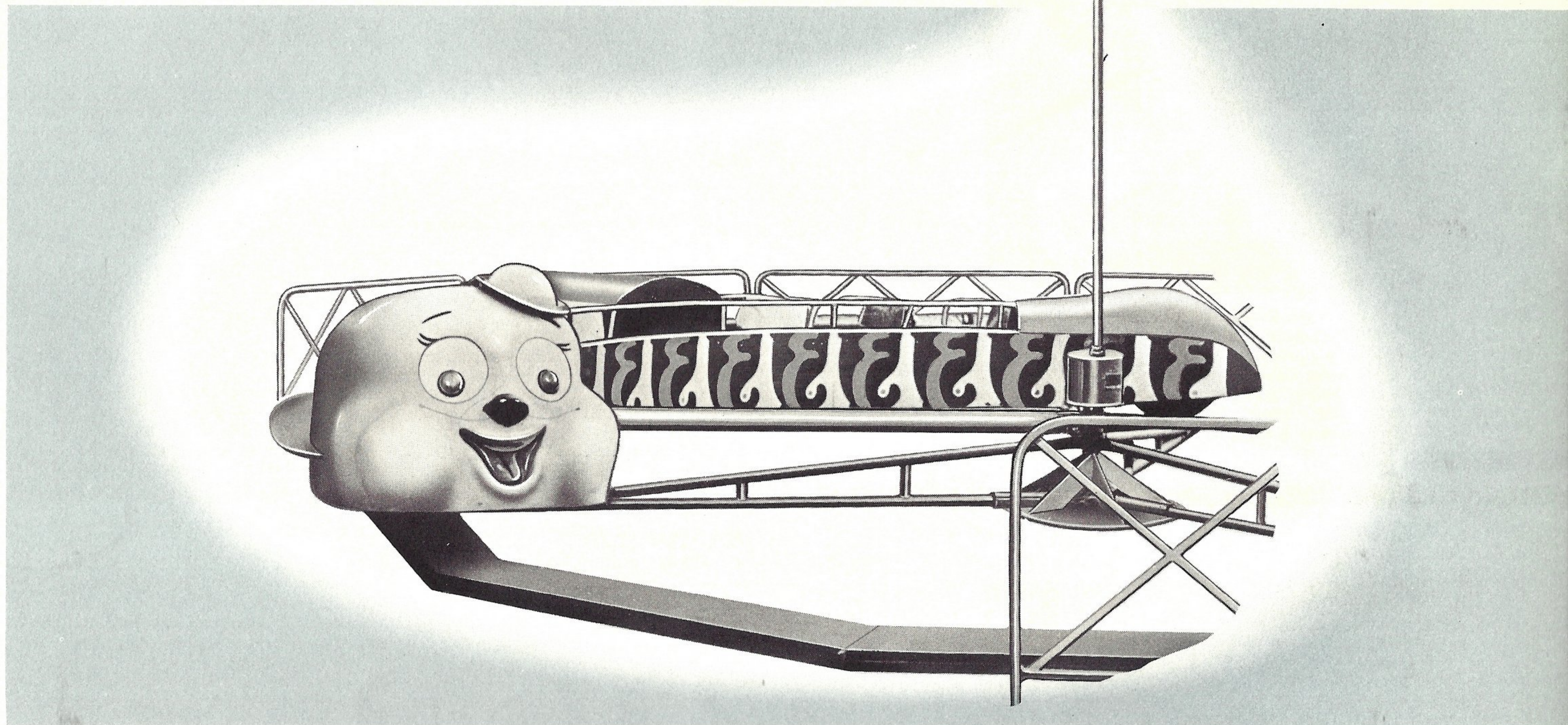
LIGHTING

For Rodeo Rides with top and cornice, ten 24" fluorescent lights with stainless steel reflector panels are mounted on cornice. Interior is illuminated with ten powerful sealed-reflector floodlamps. For Rodeo Rides without top and cornice, three light poles, each with three 150-watt floodlamps, can be furnished as accessory equipment.

PORTABILITY

Ride is easily portable on 18-ft. truck and can be erected by two men in 2-3 hours.

Allan Herschell JOLLY CATTERPILLAR with Fluid Drive



THE laughing, full-of-fun Jolly Caterpillar, Allan Herschell's new profit-packed kiddie ride, has been a big hit with operators from the moment it was introduced. They like its pulling power and also its high-quality, rugged construction which leaves them free from worry about maintenance.

"First time out it was among the leaders," said J. W. (Patty) Conklin, Brantford, Ont.

"One of the best drawing cards I have ever had. The Jolly Caterpillar stays right up there with the Sky Fighter," wrote W. A. Schafer, Dallas, Tex.

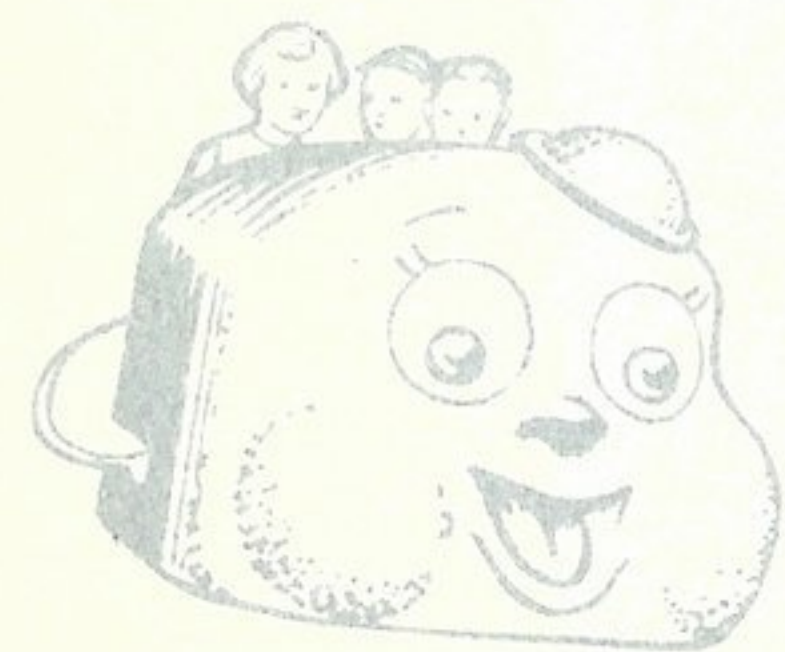
"Easily out-grossed two other new kiddie rides from another

manufacturer," said Floyd E. Gooding, Columbus, O.

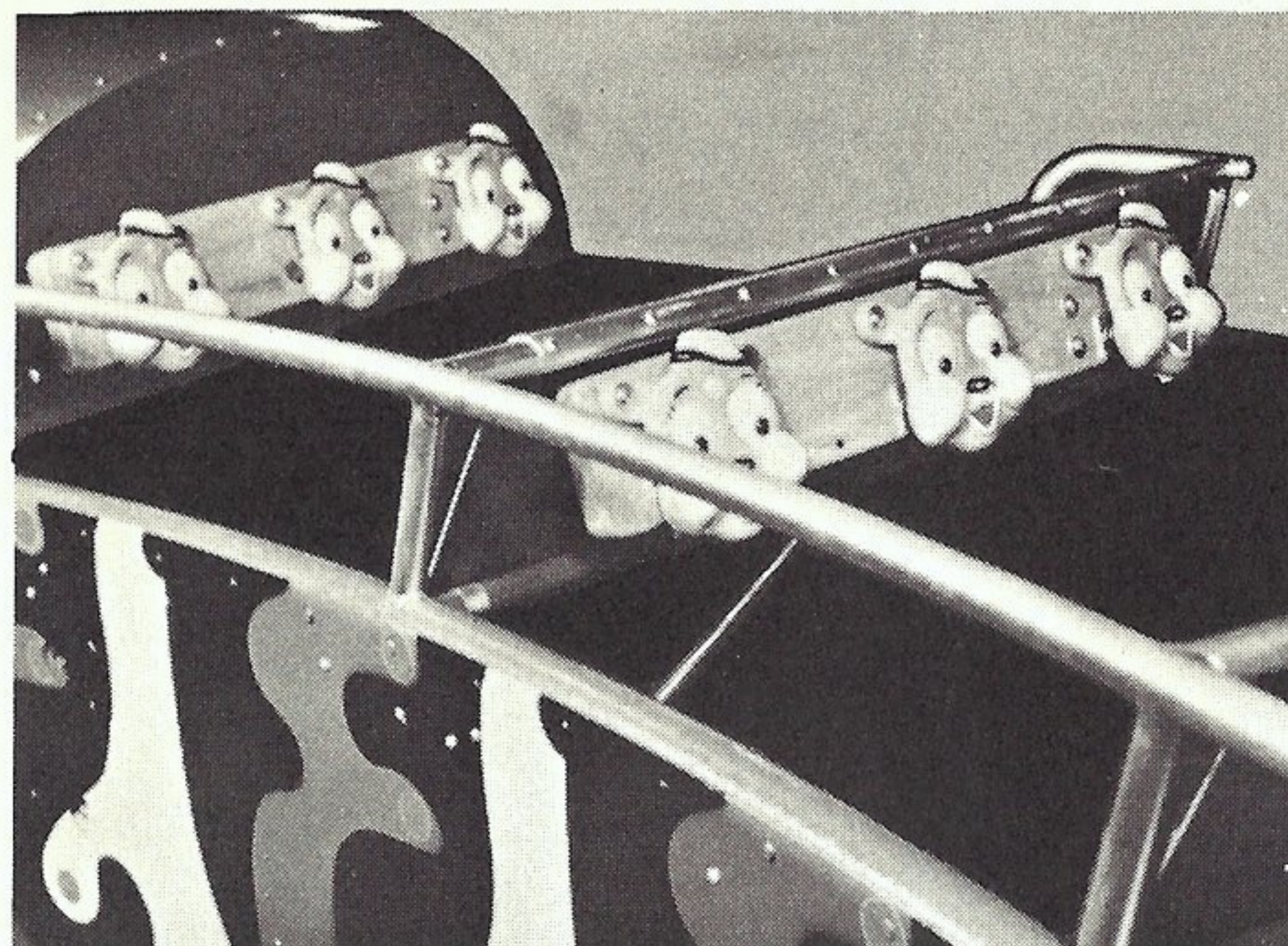
And, from Harry Suhren, Huron, O., — "No maintenance. I haven't even had to pump up the tires."

Children love Jolly's funny face and blinking eyes, his easy, undulating motion, and the terrific buzzing noise they can make by pushing Jolly Cat faces in front of them. It's a big-paying ride because it holds 12 adults or 18 children in its six seats.

The Jolly Cat is equipped with fluid drive for quick, smooth acceleration and there is no clutch to wear out. Starting and stopping are controlled by a timer and motor starter in an all-weather, cast aluminum control box.



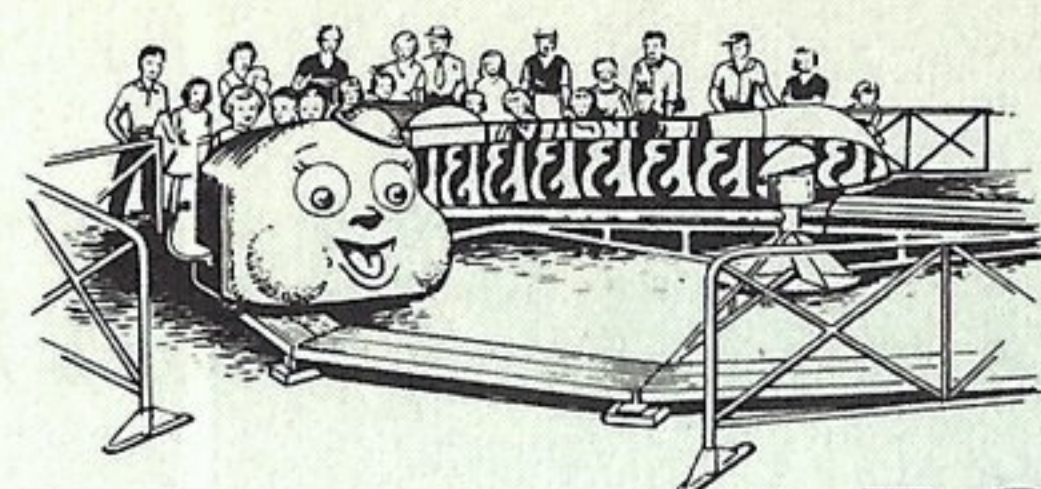
SEE OTHER SIDE FOR SPECIFICATIONS



Boys and girls love to punch the Jolly Caterpillar faces on the seats in front of them. When they do, they set up a terrific buzzing noise that starts them screaming with delight.



The entire Jolly Caterpillar ride has been loaded on this Gooding Amusement Company truck, which, as the photograph shows, does not have to be large. The Jolly Cat can be set up or dismantled in 2 or 3 hours.



Allan Herschell

JOLLY CATERPILLAR

Specifications

SIZE AND WEIGHT

Overall outside diameter: 24½ ft., not including lights. Weight (crated): 5595 lbs.

CAPACITY

6 seats; 12 adults or 18 children.

DRIVE MECHANISM

A 5 HP automatic fluid drive transmission, pioneered and perfected by Allan Herschell engineers. Simple, easy to operate. No clutch to wear out or adjust. Full speed is reached smoothly and quickly. Starting and stopping are controlled by a timer and magnetic motor starter which are mounted in an all-weather, cast-aluminum control box.

NOTE: Early Jolly Caterpillar models revolved at 4 r.p.m. It was found that higher speed appealed to a wider age group. Current models revolve at 7 r.p.m.

CONSTRUCTION

Body is heavy-sheet aluminum fastened to tubular-steel framework with aircraft rivets. Head and tail are molded fiberglass. Head has eyes that actually blink. Paints and varnishes are highest quality, made to withstand weather and hard use. Canvas night cover keeps ride clean. All electrical wiring is rubber-covered cord with quick disconnectors for maximum portability.

LIGHTING

Available as accessory equipment — revolving center light with five 150-watt floodlamps over a reflector unit containing one 1000-watt lamp, mounted on pipe 7' high.

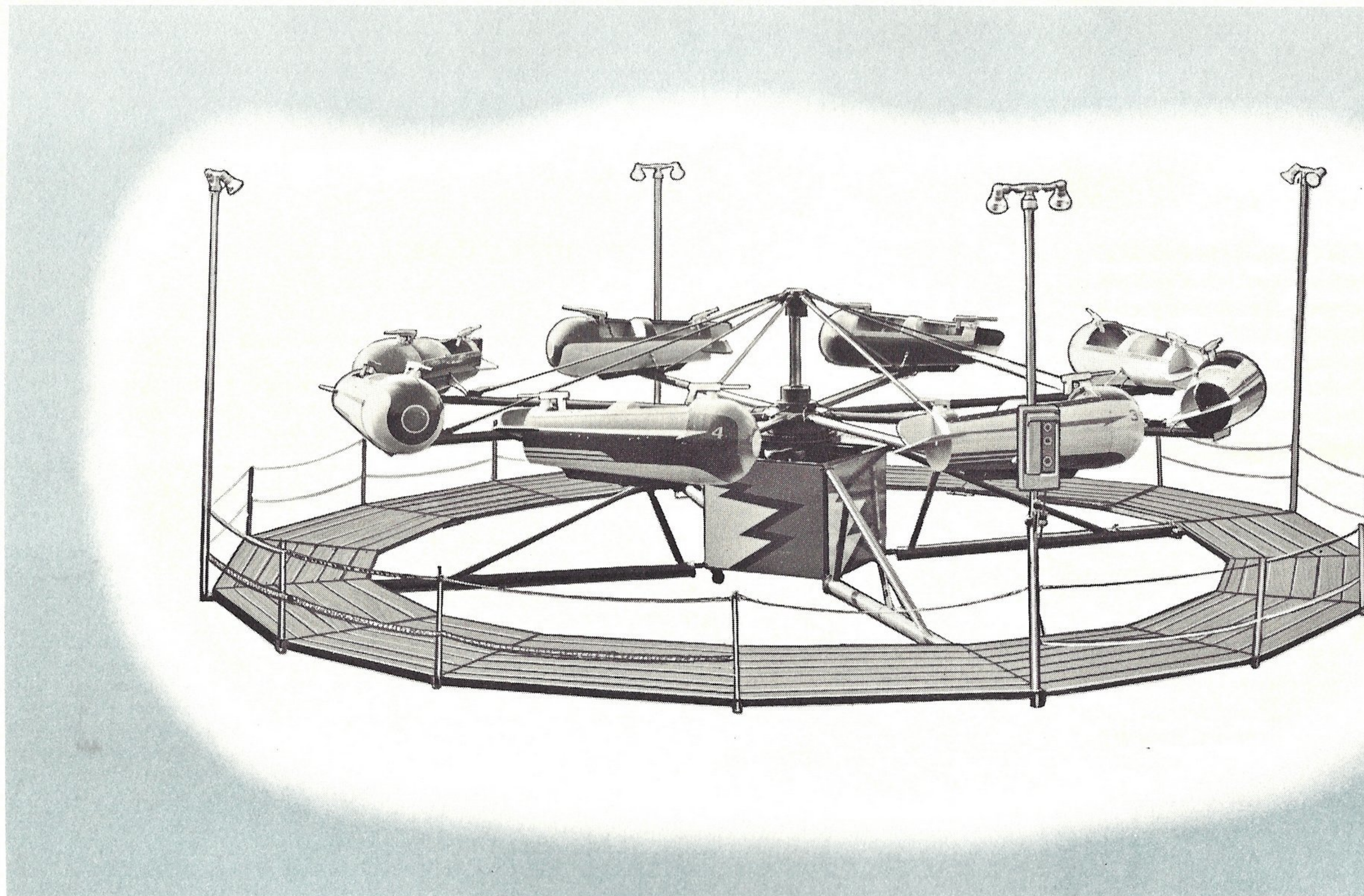
PORTABILITY

Can be set up or dismantled in 2 or 3 hours. Three body and 12 track sections are quickly bolted together. Can be loaded on 18 ft. truck when operator uses special Allan Herschell rack, which is offered as accessory equipment. Otherwise, a 28 ft. trailer is required.

STANDARD EQUIPMENT

Ride, night canvas, buzzers faced with Jolly Caterpillars, and all tools necessary to set up are standard equipment. Offered as accessory equipment are steel track, revolving center light, fence, and special loading rack.

Allan Herschell **SKY FIGHTER** *with Fluid Drive*



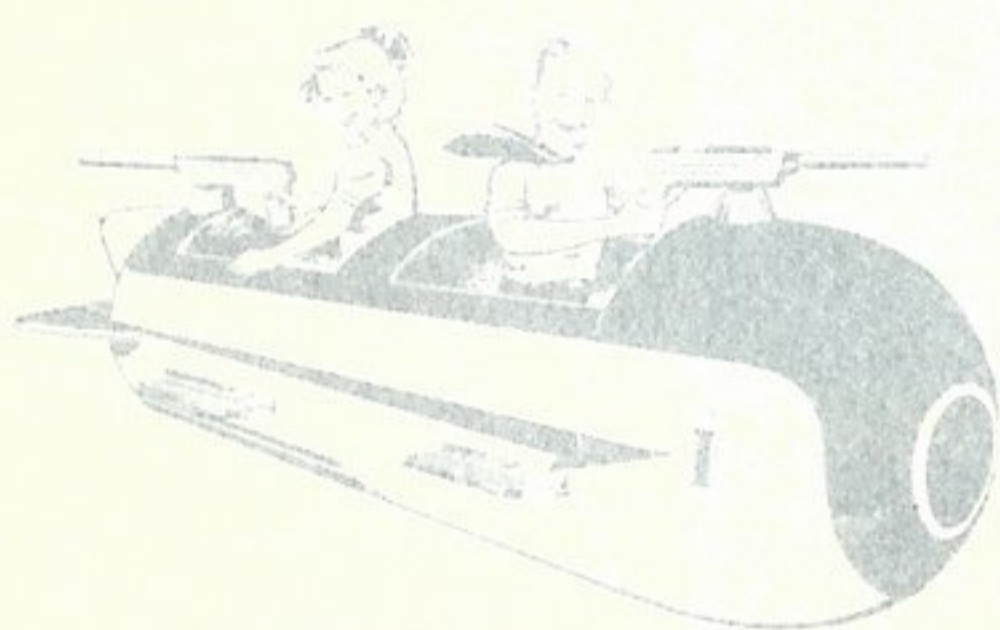
ALLAN HERSCHELL'S new and exciting Kiddie Ride—the most talked-about amusement device in years. A sensation when introduced at the Canadian National Exhibition in Toronto and the hit of Kiddie Town at the State Fair in Dallas, Texas.

What red-blooded youngster can resist the fascination of riding in one of these trim, high-flying planes — or fail to thrill at a chance to man one of the Sky Fighter's realistic, crackling machine guns! Small fry go wild with excitement to board this popular ride. It's a real "gold mine in the sky" for any owner!

The Sky Fighter is equipped with the famous Allan Herschell fluid drive mechanism. This is supplemented by a high pressure hydraulic system which operates a lift cylinder to raise and lower planes in flight. The action is smooth and effortless — as graceful as the take-off of a Stratoliner.

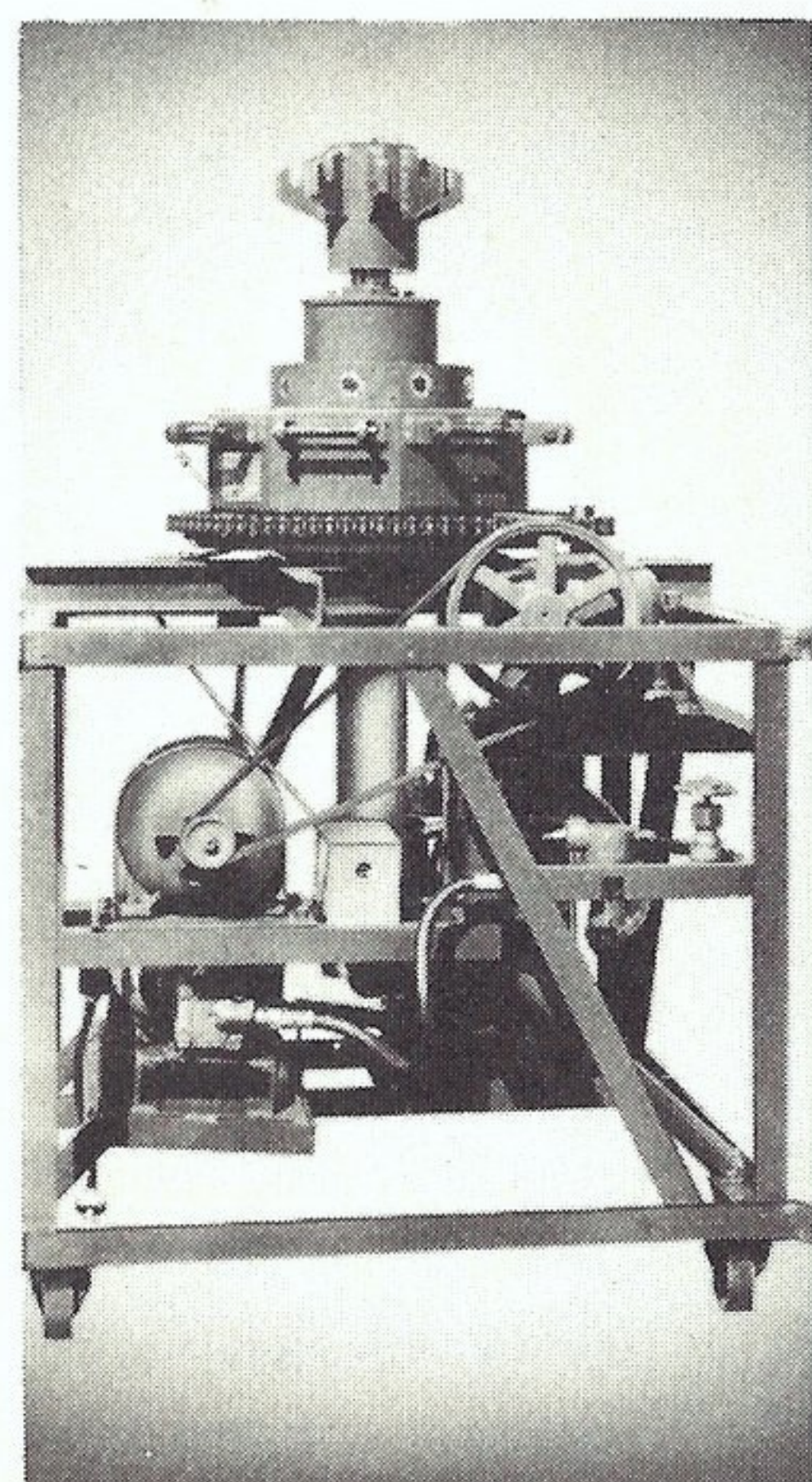
Planes rise to a height of 6½ feet as they revolve around the center unit until the end of the ride when planes descend to platform as rotational movement gradually comes to a stop. Entire ride is simple to operate, easy to erect and dismantle.

SEE OTHER SIDE FOR SPECIFICATIONS

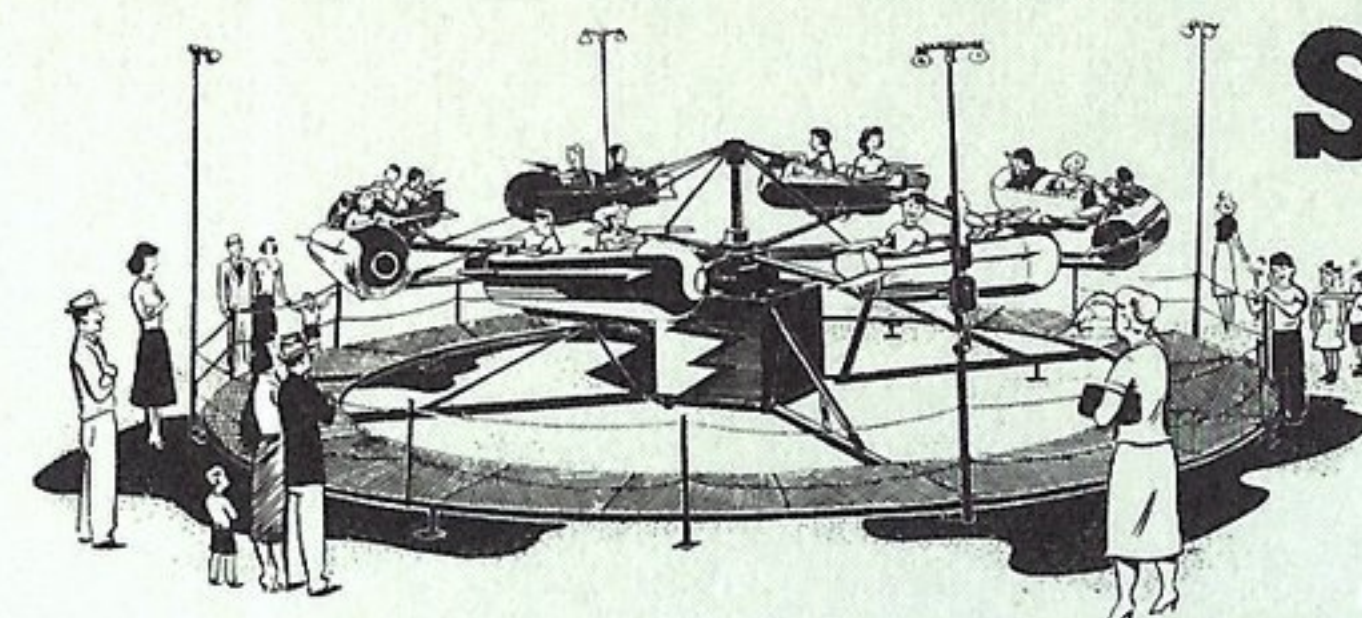




Planes are built of heavy gauge sheet aluminum, have nose of spun aluminum, fabricated tailpiece, cast aluminum steps. Bulkheads are riveted together in aeronautical fashion. Guns mounted on front and back swing in 60 degree arc . . . push button "trigger" operates electric mechanism to produce simulated sound of machine gun.



A single 3 h.p. electric motor supplies necessary power both to fluid coupling controlling rotational movement and to high pressure hydraulic system which elevates and lowers planes in flight. Entire unit is compactly built into angle-iron frame. Automatic controls for fast, smooth starts and stops. No brake or clutch to wear out.



Allan Herschell SKY FIGHTER With Fluid Drive

Specifications

SIZE AND WEIGHT

Overall Outside Diameter: 30'-8". Height (raised position): 7'-10". Diameter of Plane Path: 24'-0". Weight (crated): 6200 lbs.

CAPACITY

Ride accommodates 16 children—two passengers to each of eight cars, one facing forward, one to the rear.

DRIVE MECHANISM

Smooth operating fluid drive mechanism supplies rotational motion, with quick, gentle starts and stops. Rotational movement is started and stopped by a timer and magnetic motor starter which are mounted in an all-weather, cast-aluminum control box. Planes are raised and lowered in flight by means of a hydraulic pump which operates a lift cylinder. Both drive mechanism and pump (oil-type) are operated by one 3 HP, single-phase 110/220 volt motor. (Three-phase or 25 cycle motor also available.)

CONSTRUCTION

Square center-frame, constructed of angle-iron and housing complete drive and hydraulic mechanism, is mounted on heavy duty casters for portability. Strong tubular "legs" extending from each of the four corners of center unit support the wooden platform which encircles the ride. Each of the eight sweeps has a rocket-type two passenger plane at the end. Planes are ruggedly built of heavy gauge sheet aluminum, with nose of spun aluminum, and fabricated tailpiece. Steps on outside are cast aluminum. Realistic machine guns mounted on front and back are passenger-operated, swing in 60 degree arc. Electric "buzzer" produces rat-a-tat-tat of machine gun when push-button "trigger" is pressed. Entire ride is surrounded by double strands of hand rail chain fence. All electrical wiring is rubber-covered cord with quick disconnectors for maximum portability.

LIGHTING

Illuminated by eight 150-watt floodlights (two lights mounted at top of each of the four tubular uprights). Light poles are attached to ends of legs extending from center unit.

DECORATION

Shining, polished aluminum planes are ornamented in vivid colors. Side panels on center unit are brilliantly decorated; all structural parts are colorfully enameled.

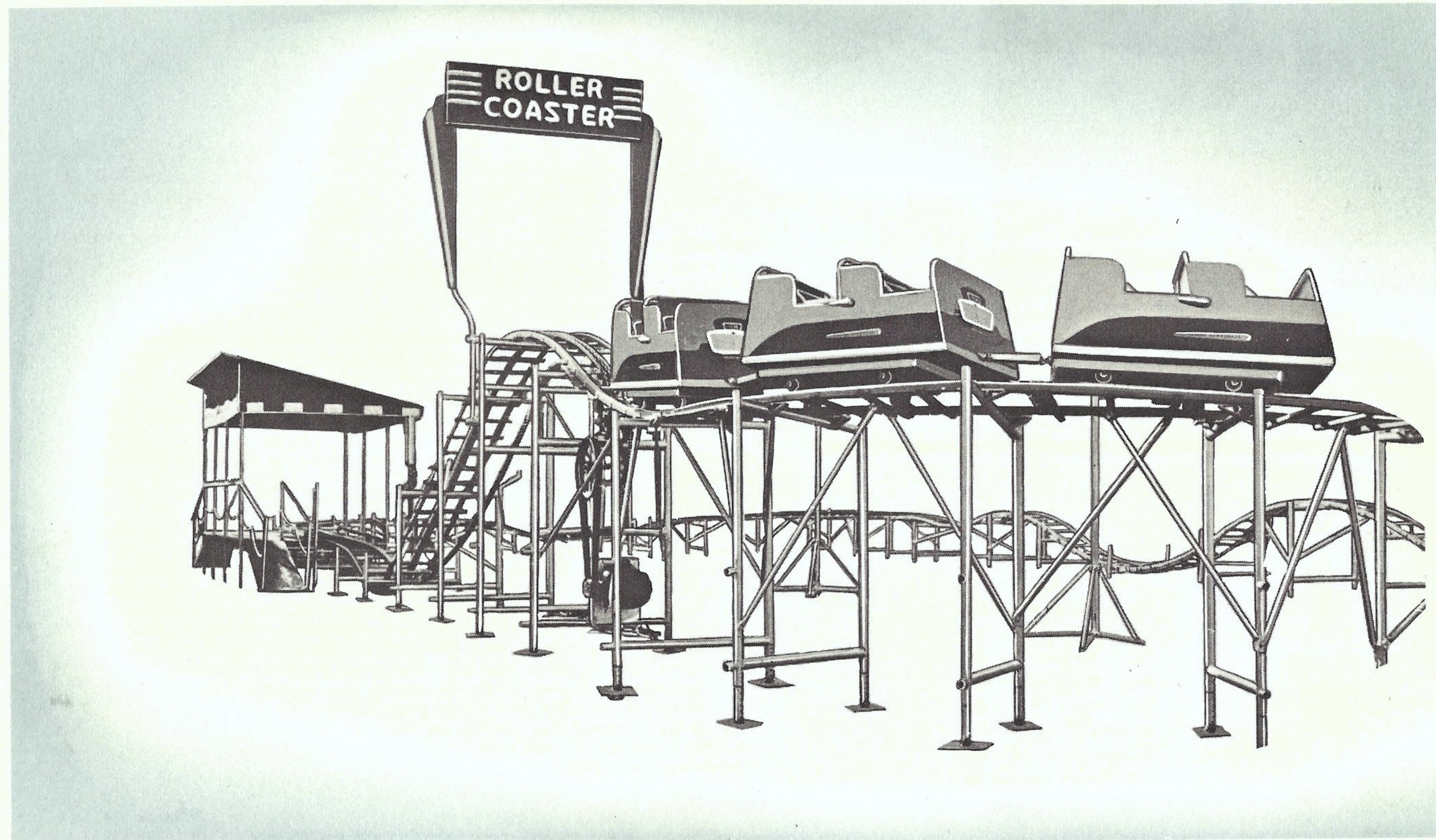
PORTABILITY

Can be set up or dismantled by two men in only two or three hours. Goes together easily without the use of any bolts. Loads on a single 18-ft. truck body.

STANDARD EQUIPMENT

All necessary crates and tools needed to set up and operate, including car covers and canvas center-dome cover.

Allan Herschell ROLLER COASTER



ONE of the most exciting rides on any Midway—gives the youngsters the thrill that only a roller coaster can provide. In spite of this, however, the Roller Coaster has been engineered so that it is *safe* — even for the tiny tots. Hardened steel guide-rollers control the side-thrust of the cars on curves, while safety under-rollers prevent cars from jumping the track.

The Allan Herschell Roller Coaster is a new and improved version (fast, smooth engagement . . . comfortable cars . . . easier loading) of the popular model with which owners have enjoyed

season after season of steady grosses. One owner reported receipts amounting to \$6500 in only two fair dates totaling 21 days. Another grossed over \$4800 in 11 days!

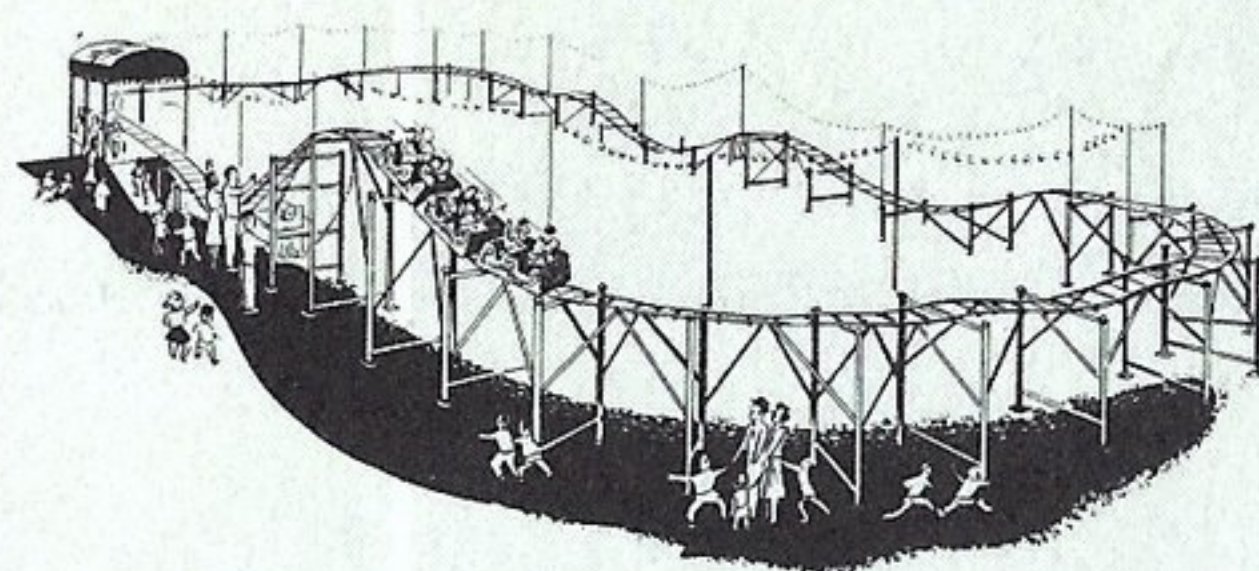
Because the wide-model Roller Coaster encloses an area of approximately 4000 sq. ft., some operators use this space as a "Kiddie-land," placing as many as three additional kid-rides in the center. In such cases, the pull-up arch frames the entrance to the enclosure.

The Roller Coaster is easy to erect, dismantle and transport. Four men can set it up in approximately 3-4 hours.

SEE OTHER SIDE FOR SPECIFICATIONS



Cars are constructed of welded steel chassis, body from heavy gauge sheet-aluminum, colorfully decorated. Aluminum seats and back. Positive safety lap-bar, quickly engaged and disengaged by operator. Full adult capacity.



Allan Herschell ROLLER COASTER

SIZE AND WEIGHT

Occupies an area 51'0" x 102'0", but main pull-up arch may be framed as entrance to a "Kiddieland." Space for three standard kiddie rides is available within the Roller Coaster enclosure. Weight (Crated): 13,184 lbs.

For owners and operators who have space limitations or who require extreme portability, Allan Herschell offers a narrower model which is 36'5" in overall width, or 14'7" narrower than the regular model. This narrower model is 600 lbs. lighter and costs less than the regular model.

CAPACITY

Train has three cars as standard equipment, with a fourth car and platform extension as optional equipment. Each car has comfortable room for four adults. Operating cycle of 1½ minutes gives the Roller Coaster a capacity of 640 passengers per hour.

PULL-UP MECHANISM

Consists of 7½ HP (single or 3-phase), 110/220 volt, 60 cycle A.C. motor, complete with push button control, no clutch. If preferred, ride can be powered with gasoline engine. Pull-up is fast, rugged, safe and fool-proof... requires a minimum of maintenance. Shock-absorbing dogs on train make smooth and gentle engagement with pull-up chain.

CONSTRUCTION

Loading platform constructed of seasoned lumber on steel framework; wide entrance and exit ramps. Steel jackstands provide firm support for steel tracks which are attached by means of a fast, positive locking device. Cars are strongly built of heavy gauge sheet-aluminum mounted on steel chassis, and are equipped with positive safety lap-bars. Train has strong, universal couplings, quickly detachable. Track wheels operate smoothly on Timken roller bearings. Hardened steel guide-rollers control side-thrust of cars on curves; safety under-rollers prevent cars from jumping track. All electrical wiring is rubber-covered cord with quick disconnectors for maximum portability.

LIGHTING

Station platform brilliantly lighted with four 450-watt floodlamps. Large, attractive electric sign mounted over high arch. Available as accessory equipment — light towers, 11'7" high, consisting of steel stand with five 150-watt floodlights mounted on top. Use three for best results.

PORTABILITY

Can be set up by four men in 3-4 hours. Entire ride loads easily in 18 ft. of truck or trailer space.

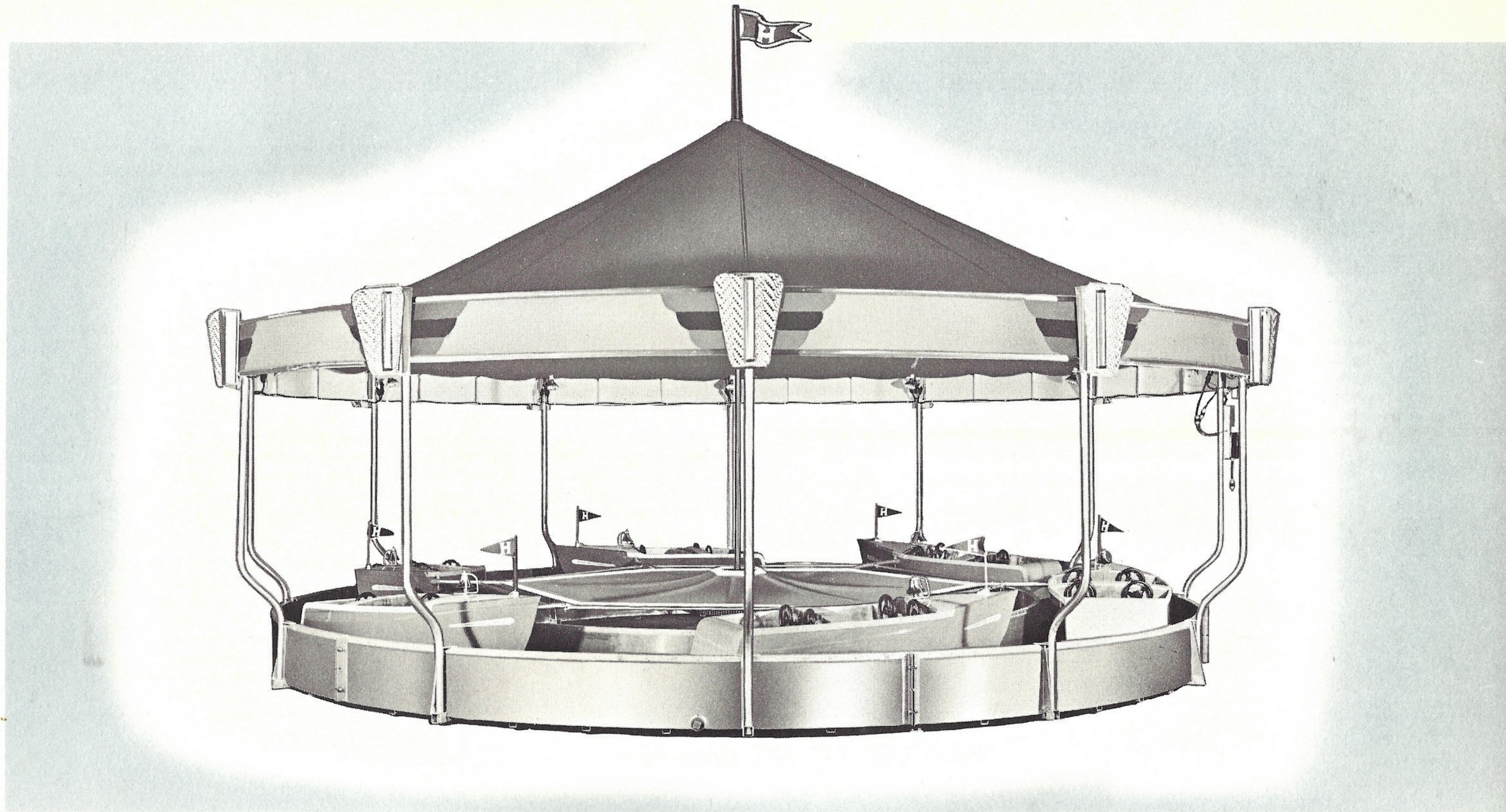
STANDARD EQUIPMENT

Complete with all necessary operating controls. Ride delivered with loading platform, canopy, car covers, electric sign, crates and all tools needed for erection. Available as accessory equipment is a 3-row chain fence surrounding ride. It is 3' high and extends 28" out from jackstand pipes.



Photograph above shows how one operator has efficiently used the area inside his Roller Coaster (approximately 4000 sq. ft.) for three extra rides, making it a neat little Kiddieland by itself. Entrance to enclosure is through pull-up arch.

Allan Herschell **KIDDIE BOAT RIDE** *with Fluid Drive*



ANOTHER profit-proven ride for youngsters — safe, thrilling, with a high capacity. Each of the six all-aluminum boats holds four passengers and each boat has four wheels and two bells.

The Kiddie Boat ride is powered with the same well-engineered Fluid Drive mechanism that has made the Allan Herschell Kiddie Merry-Go-Round and Kiddie Auto Ride so popular with owners. It is simple and easy to operate. No clutch to wear out or adjust, no costly maintenance. Starting and stopping are controlled

by a timer and a magnetic motor starter which are mounted in an all-weather, cast-aluminum control box.

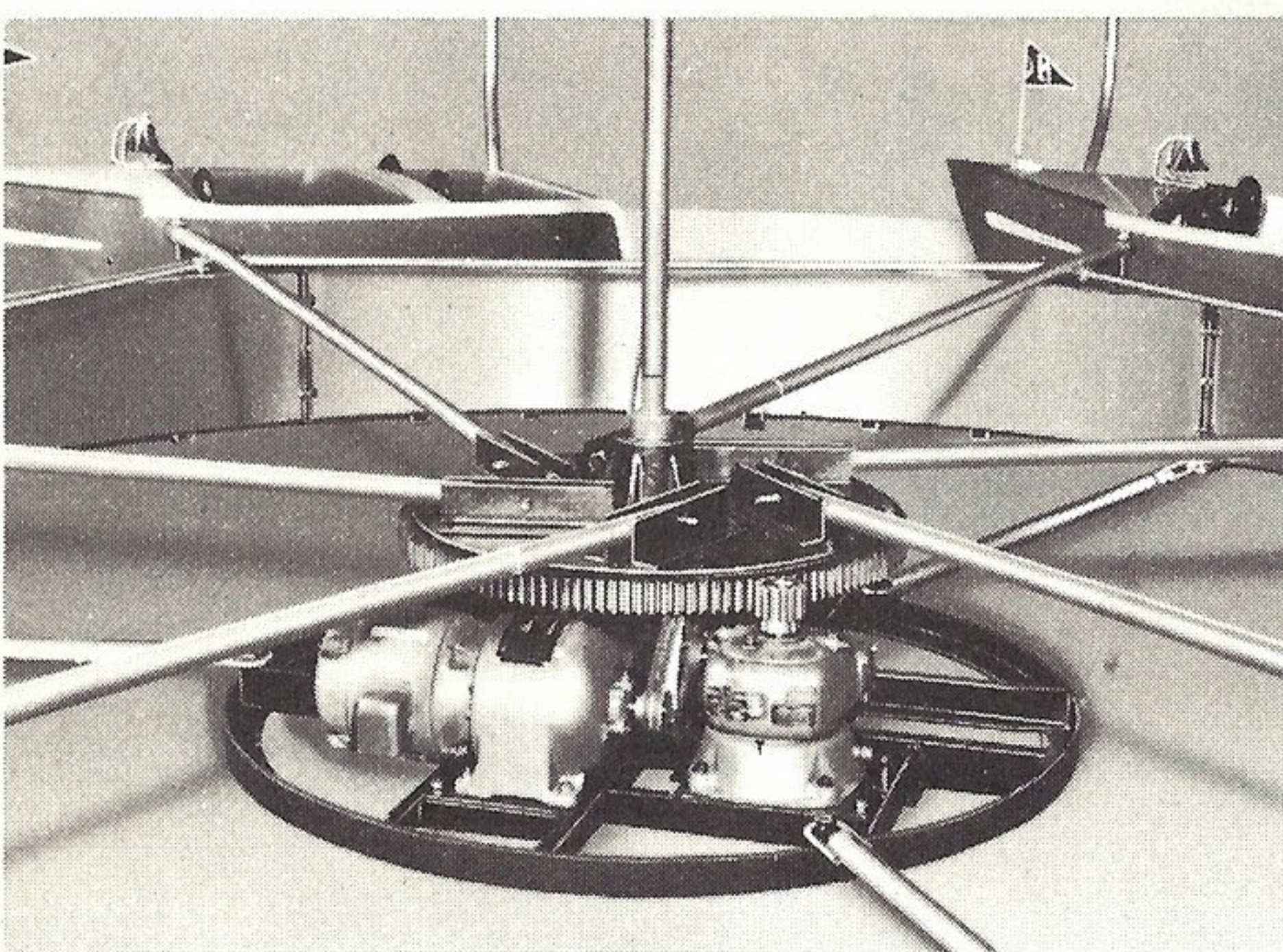
Wherever the Kiddie Boat Ride has been shown it has been a standout ride. One owner grossed over \$4000 in only 11 days. It is a "must" ride for the always-popular "Kiddieland."

Extreme portability recommends the Kiddie Boat Ride for carnival and park use. It weighs only 4230 lbs. and can be loaded on a 20' truck body. Two men can erect or dismantle in only 2-3 hours.

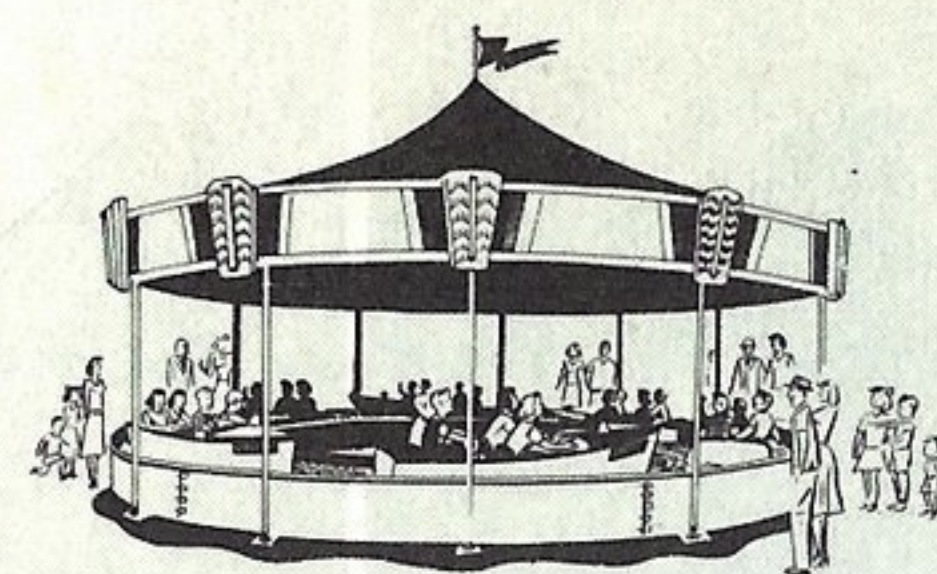
SEE OTHER SIDE FOR SPECIFICATIONS



Boats are modern in design and carefully constructed of lightweight, heavy gauge sheet aluminum. All seams are Heliarc welded. Each boat has four steering wheels, bell and pennant. Seats and backs made of sturdy sheet aluminum; floorboards of water-proof plywood.



Fluid Drive mechanism is mounted on shaft of standard motor as a single unit. Smooth start, no clutch or brake to adjust or replace. All drive components are firmly attached to center members for positive gear alignment. Starting and stopping are controlled by a timer and a magnetic motor starter which are mounted in an all-weather, cast-aluminum control box.



Allan Herschell KIDDLE BOAT RIDE

Specifications

SIZE AND WEIGHT

Maximum Diameter of Tank: 24'—4". Diameter at Cornice: 27'—8". Maximum Height: 15'—8". Can be set up in space 28'—0" in Diameter. Weight (crated): 5680 lbs.

CAPACITY

Has 6 four-passenger boats. With 2½ minute operating cycle, ride has capacity of 576 passengers per hour.

DRIVE MECHANISM

Fluid drive is mounted on shaft of 1½ HP, three-phase, 220 volt, 60 cycle motor. (Single phase or 25 cycle motors also available.) No clutch to adjust or wear out. The ride is started and stopped by a timer and a magnetic motor starter which are mounted in an all-weather, cast-aluminum control box. Heavy duty worm gear reducer is driven by V-belts, requires only an annual check of oil level. All drive components are firmly attached to center members, making gear alignment automatic.

CONSTRUCTION

Heavy gauge all-aluminum tank will not rust, helps insure continuously clear water, even in permanent installations. Tank is built in six easy-to-handle sections which seal completely by means of a Neoprene gasket when fastened together. All tank edges are reinforced with aluminum angle. Aluminum channels, welded to tank bottom, provide rigidity, add protection and simplify leveling. Large, easy-to-get-at drain located on outside. Center unit is solidly built of angle and channel iron firmly connected to tank to eliminate any twisting. Boats are constructed of heavy gauge sheet aluminum with all seams Heliarc welded for added strength. Each boat equipped with four steering wheels, bell and pennant. Uprights are gracefully curved outward to provide support for the full-diameter cornice which gives protection over entire ride. Cornice is masonite on angle iron frame. All electrical wiring is rubber-covered cord with quick disconnectors for maximum portability.

LIGHTING

Cornice has twelve 18" fluorescent lights with stainless steel reflector shields on outside. Interior illuminated with 12 powerful sealed-beam floodlights.

DECORATION

Cornice is brilliantly finished in fade-resistant paints; cornice shields have stainless steel reflectors. Boats are smartly decorated in brilliant colors, have polished aluminum pennant-holder and authentic brass ship bell.

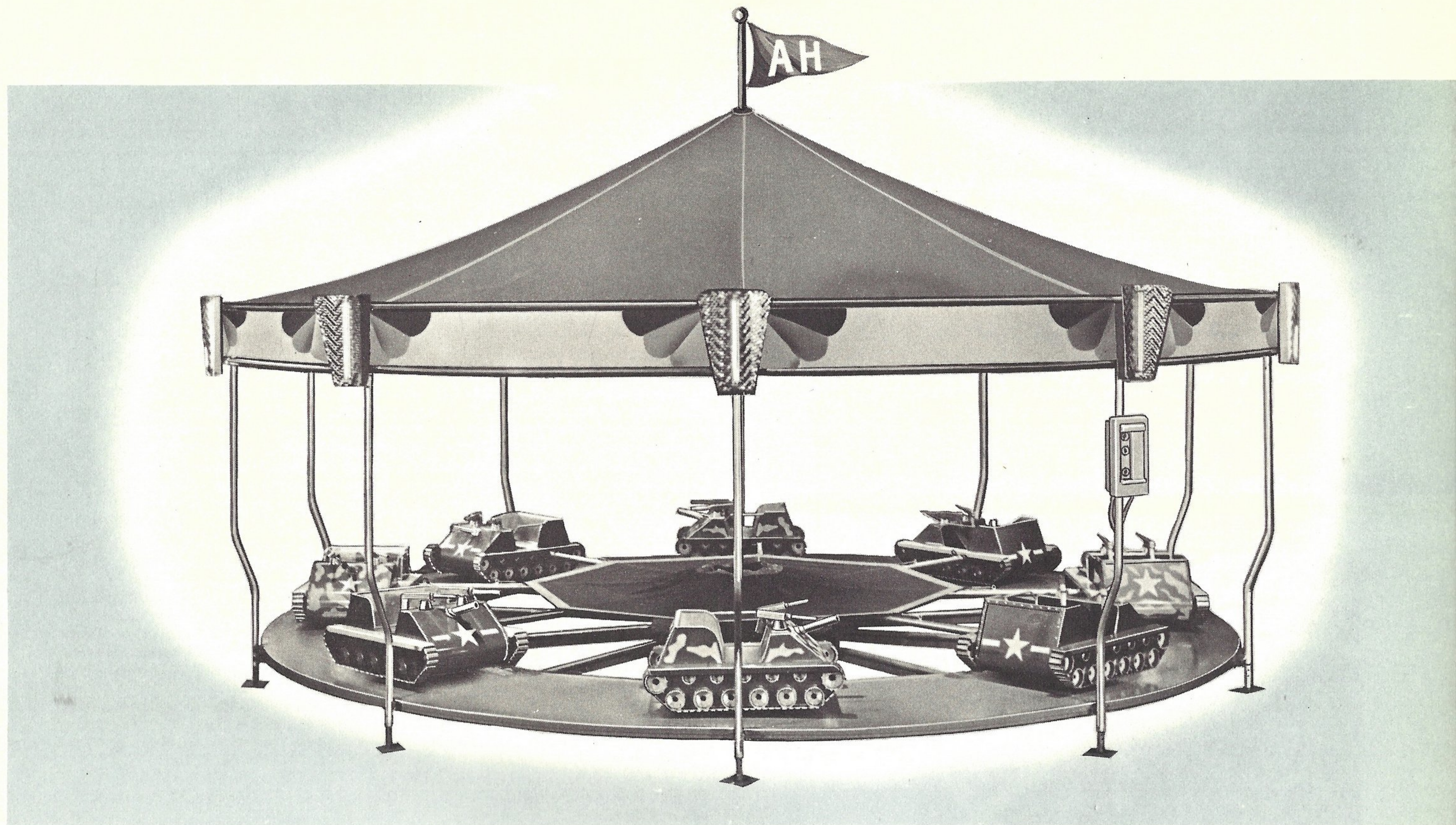
PORTABILITY

Boats are quickly attached to center sweep-arms by means of a single pin. Tank framework tied to center, combining all parts into one integral unit. Cornice uprights slide easily into sockets on tank framework. Entire ride loads on 20 ft. truck body.

STANDARD EQUIPMENT

Complete with all necessary operating controls. Ride delivered with tent top, sidewalls, center cover, crates and all tools needed for erection.

Allan Herschell **KIDDIE TANK RIDE** *with Fluid Drive*



HERE'S a ride that will capture profits for you because it wins the fighting hearts of the kiddies every time. It's Allan Herschell's Kiddie Tank Ride, sensation of the Canadian National Exhibition when it was introduced and an outstanding success everywhere it has been since then.

Eccentric steel wheels on the realistic-looking aluminum tanks run on a steel track to provide realistic motion like that of a military tank over rough country. And what a thrill the youngsters get when they hear the barking of the "50-caliber machine guns" as they pull the trigger!



The Tank Ride is equipped with fluid drive, pioneered and perfected by Allan Herschell engineers, for simple, easy operation. No clutch to wear out or adjust. Full speed is attained smoothly in only 8 seconds. Starting and stopping are controlled by a timer and a magnetic motor starter which are mounted in an all-weather, cast-aluminum control box.

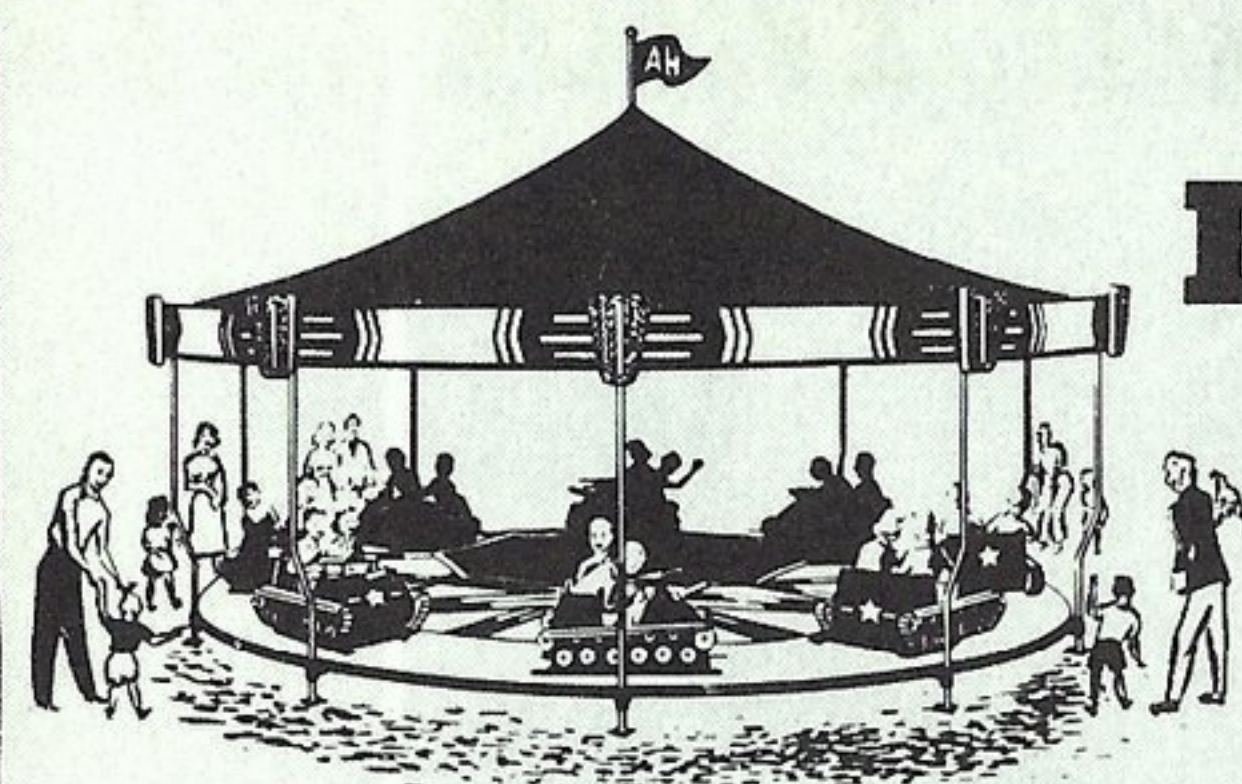
Appeal, flash, capacity, and portability are all packed into this one ride.

The youngsters get action with the Allan Herschell Kiddie Tank Ride . . . and you get action at the ticket office!

SEE OTHER SIDE FOR SPECIFICATIONS



Realistic military tanks, brightly camouflaged, are built to last for years. Eccentric wheels with self lubricating bearings eliminate need for greasing.



Allan Herschell KIDDIE TANK RIDE

Specifications

SIZE AND WEIGHT

Diameter at Platform: 22'-6". Diameter at Cornice: 25'-0". Overall height: 13'-8". Weight (Crated): 5500 lbs. Can be set up in space 28'-7" in diameter.

CAPACITY

Ride is equipped with 8 tanks. Two children sit side by side in a tank for a total of 16 passengers.

DRIVE MECHANISM

Fluid drive is mounted on shaft of 1½ HP, three-phase, 220 volt, 60 cycle motor. (Single phase or 25 cycle motors also available.) No clutch to adjust or wear out. The ride is started and stopped by a timer and a magnetic motor starter which are mounted in an all-weather, cast-aluminum control box. Heavy duty worm gear reducer is driven by V-belts, requires only an annual check of oil level. All drive components are firmly attached to center members, making gear alignment automatic.

CONSTRUCTION

Center unit is circular in shape, built of sturdy angle and channel iron. Center pole is firmly bolted to base plate. Steel platform supports quickly lock at center and to outer jackstands — keep framework rigid, eliminating twisting.

Cornice is tempered hardboard mounted on angle iron frame. Platform built of seasoned lumber with angle iron on inner and outer edges for rigidity and long life. Tanks are constructed of heavy sheet aluminum with cast aluminum tank treads, securely mounted on steel chassis. Eccentric steel wheels, running on steel track, provide non-repeating motion similar to that of army tanks.

All electrical wiring is rubber-covered cord with quick disconnectors for maximum portability.

LIGHTING

Interior brilliantly lit with ten 150-watt sealed-beam floodlamps. Bright stainless reflectors on the outer cornice are illuminated with fluorescent tubes.

DECORATION

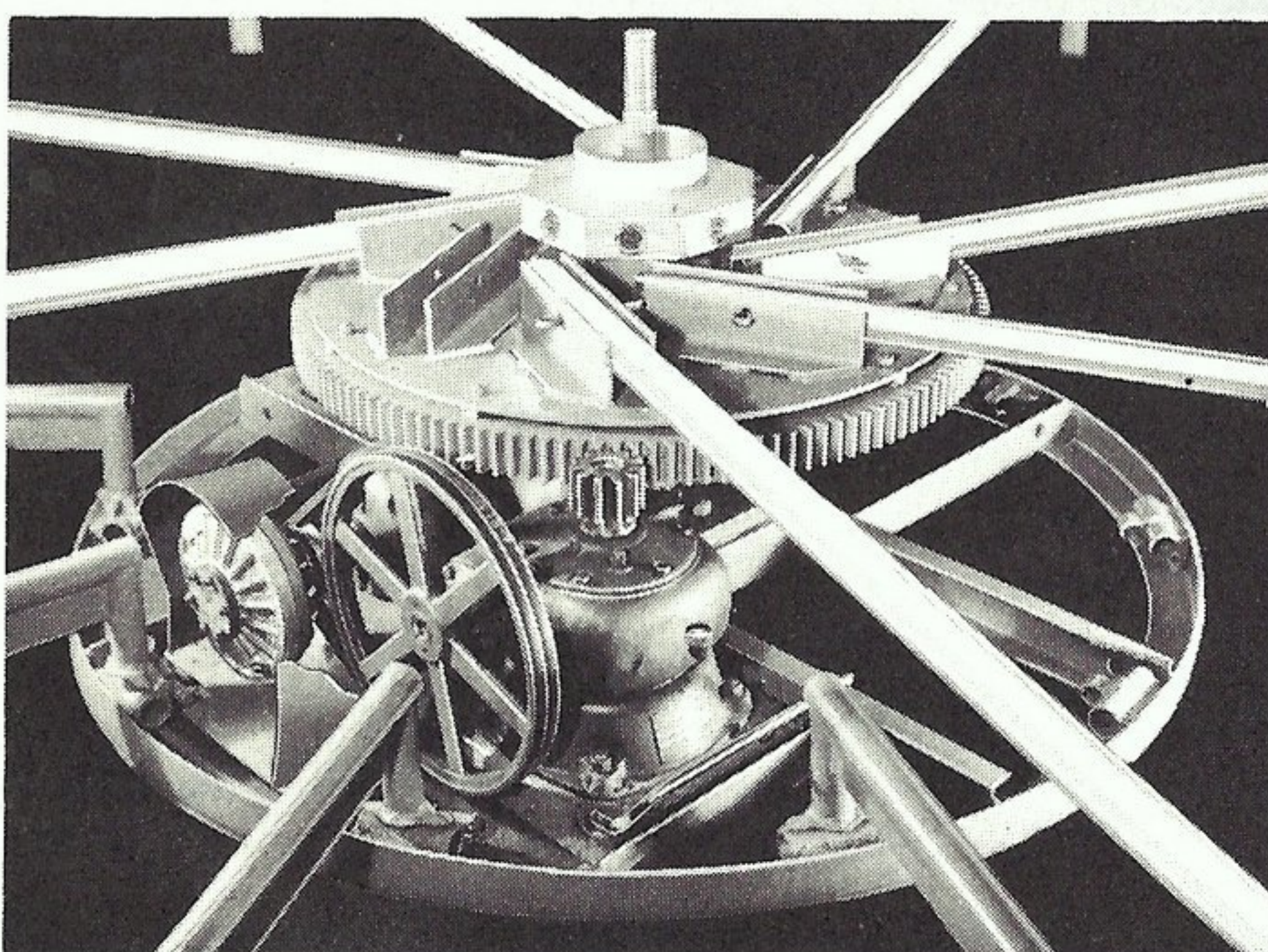
Same high quality materials and workmanship as on major Allan Herschell Rides. Cornice is colorful and eye-appealing. Tanks are brilliantly finished with hard-wearing enamel.

PORTABILITY

Easy to assemble, dismantle, transport. Can be loaded on a single 18 ft. truck body. Two-man crew can erect in 3-4 hours.

STANDARD EQUIPMENT

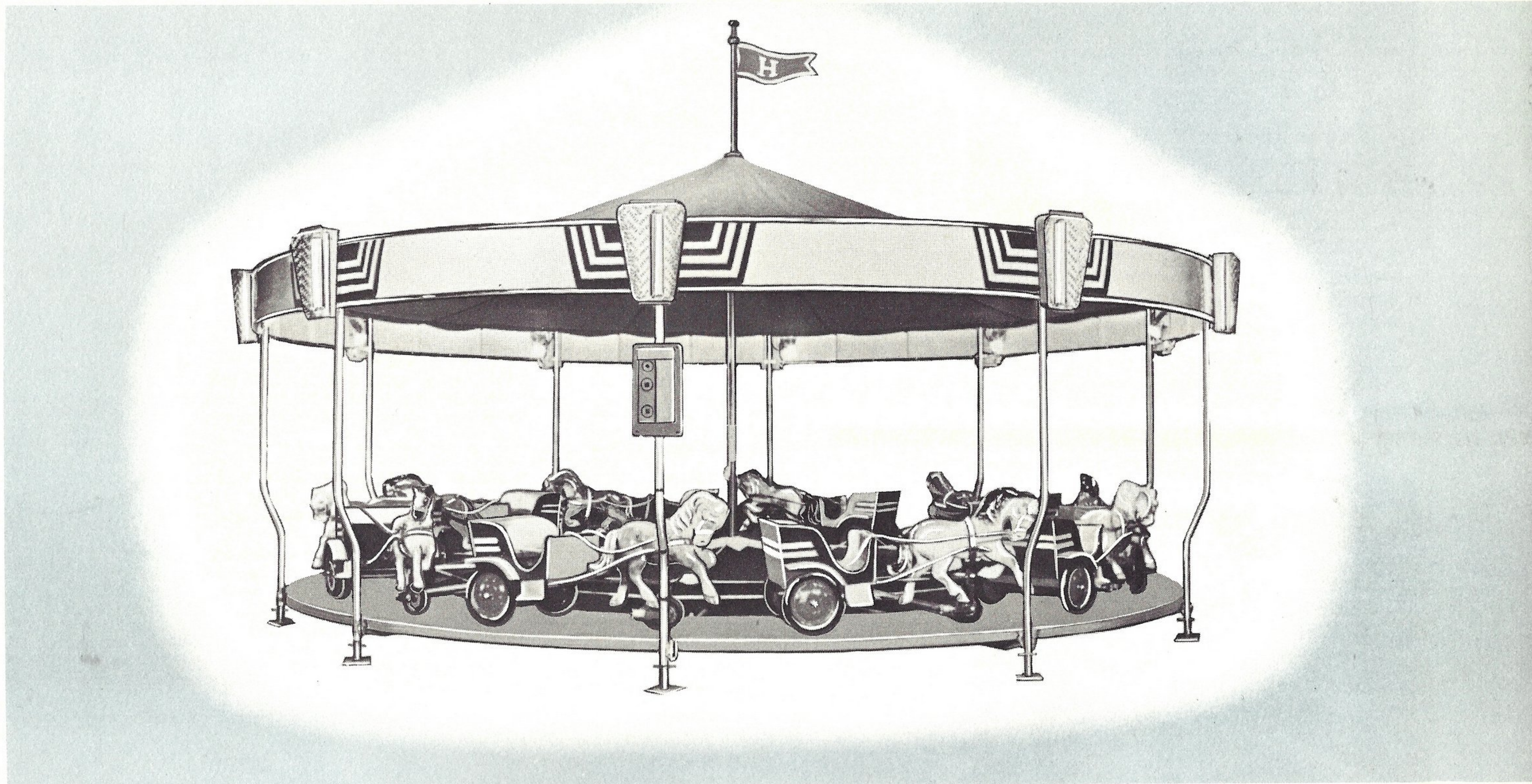
Tent top, sidewalls, center cover, crates and all tools necessary to set up and operate.



Fluid Drive mechanism is mounted on shaft of standard motor as a single unit. Smooth start, no clutch or brake to adjust or replace. All drive components are firmly attached to center members for positive gear alignment. Starting and stopping are controlled by a timer and a magnetic motor starter which are mounted in an all-weather, cast-aluminum control box.

Allan Herschell Company, Inc., N. Tonawanda, N. Y.

Allan Herschell **KIDDIE BUGGY RIDE** *with Fluid Drive*



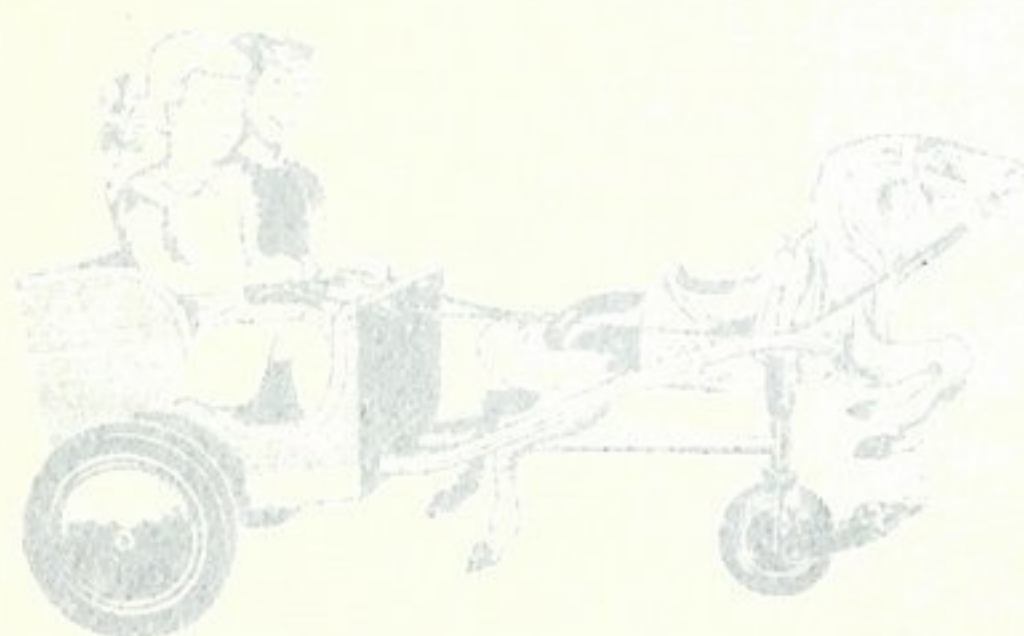
WHAT a thrill to drive a pony! It's a burning ambition of youngsters everywhere. And now they can satisfy that urge on the profit-proven Allan Herschell Kiddie Buggy Ride. Even cautious parents approve of this ride for their children because it's extra safe, but as exciting as Christmas morning.

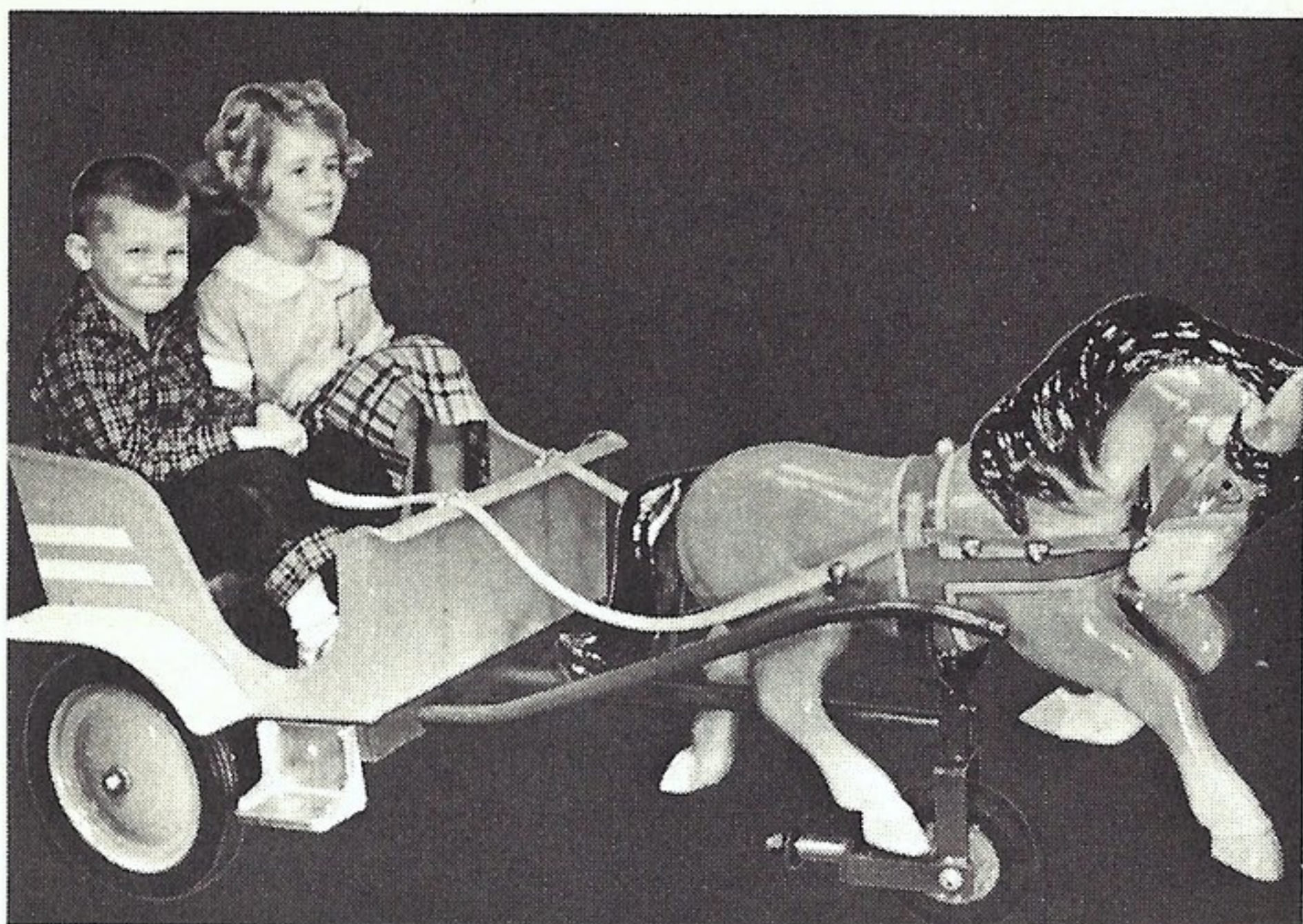
Colorful ponies and brilliantly decorated buggies give plenty of "flash" to this ride. And an eccentric wheel under each of the ponies sends them prancing around the circular platform to screams of delight from the 16 tiny passengers.

Like all Allan Herschell rides equipped with fluid drive mechanism, operation of the Kiddie Buggy Ride is simple and effortless. No clutch or brake to wear, adjust or replace. Starts are fast and smooth. Starting and stopping are controlled by a timer and magnetic motor starter which are mounted in an all-weather, cast-aluminum control box.

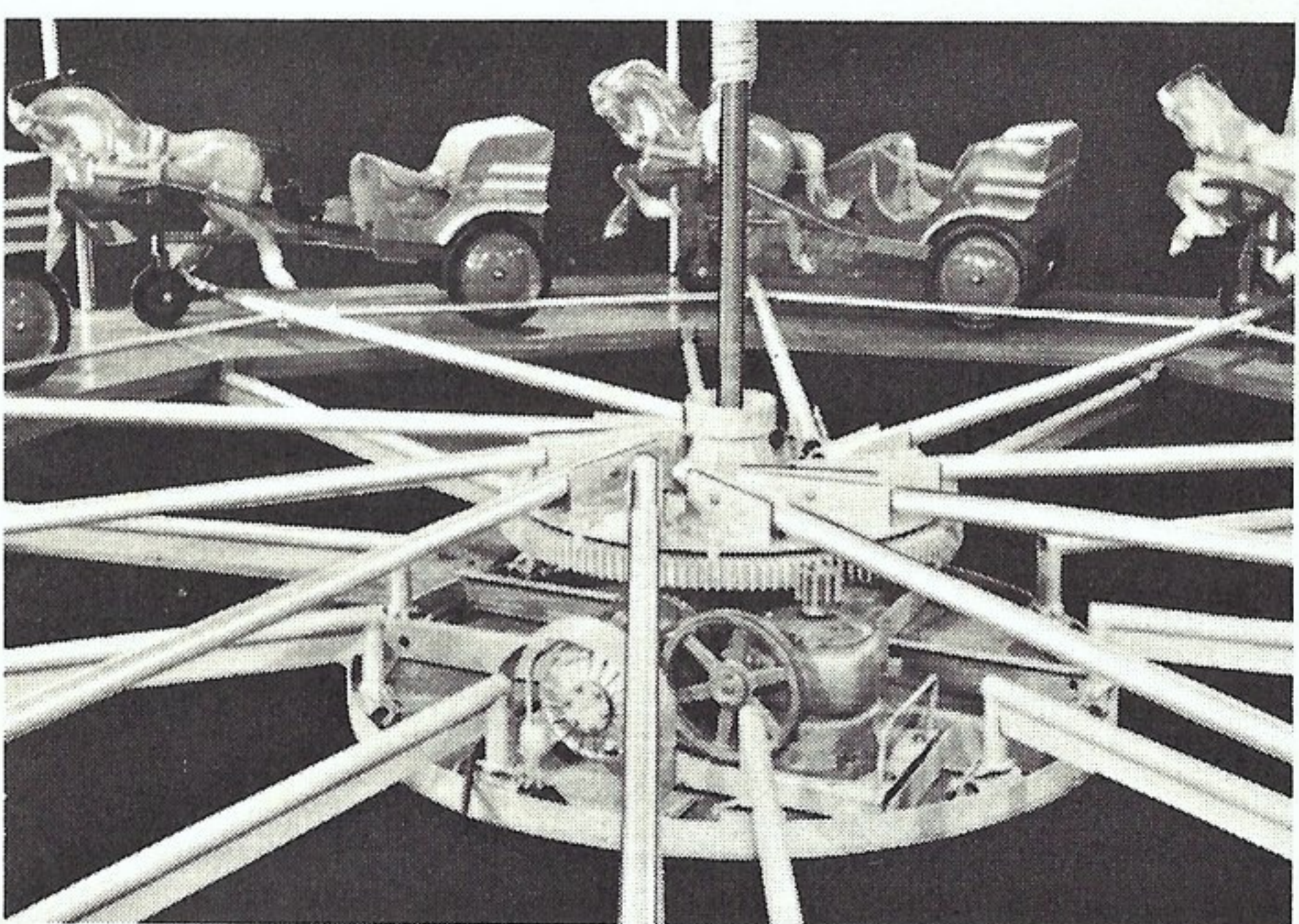
You can count on a steady gross with the Kiddie Buggy Ride. It has always been up among the leaders in the Kiddie division. Easy to set up, dismantle and transport. Loads on an 18-ft. truck body.

SEE OTHER SIDE FOR SPECIFICATIONS

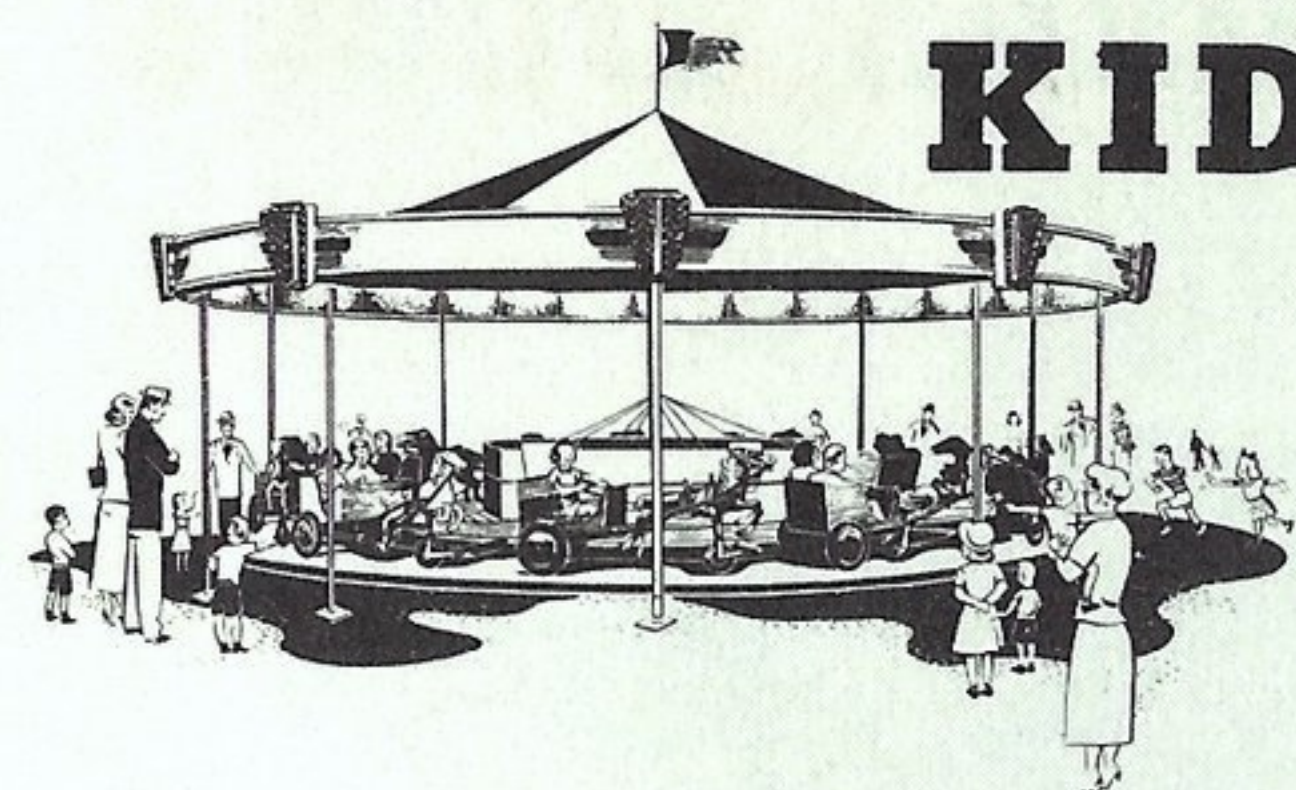




Pony carts are handsomely styled and beautifully decorated. Ponies are made of aluminum from master carvings created by Allan Herschell's craftsmen. Although the ponies are of a single design, variations are attained by decorating them in a wide range of colors. Wheels have alemite fittings, puncture-proof tires.



Fluid Drive mechanism is mounted on shaft of standard motor as a single unit. Smooth start, no clutch or brake to adjust or replace. All drive components are firmly attached to center members for positive gear alignment. Starting and stopping are controlled by a timer and a magnetic motor starter which are mounted in an all-weather, cast-aluminum control box.



Allan Herschell

KIDDIE BUGGY RIDE

With Fluid Drive

Specifications

SIZE AND WEIGHT

Diameter at Platform: 22'-6". Diameter at Cornice: 25'-0". Overall height: 13'-8". Weight (Crated): 6000 lbs. Can be set up in space 28'-7" in diameter.

CAPACITY

Ride equipped with 8 pony-carts, each seating two children. Total capacity 16 passengers.

DRIVE MECHANISM

Fluid drive is mounted on shaft of 1½ HP, three-phase, 220 volt, 60 cycle motor. (Single phase or 25 cycle motors also available.) No clutch to adjust or wear out. The ride is started and stopped by a timer and a magnetic motor starter which are mounted in an all-weather, cast-aluminum control box. Heavy duty worm gear reducer is driven by V-belts, requires only an annual check of oil level. All drive components are firmly attached to center members, making gear alignment automatic.

CONSTRUCTION

Circular center unit is built of sturdy angle and channel iron, with center pole firmly bolted to base plate. The steel platform-supports quickly lock at center and to outer jackstands — keep framework rigid, eliminate twisting.

Cornice is built of tempered masonite mounted on frame of angle iron. Seasoned lumber is used for platform, with angle iron on both inner and outer edges for rigidity and long life.

Horses are cast aluminum; buggies are fabricated from heavy sheet aluminum, have sturdy 16" puncture-proof, zero pressure tires mounted on disc wheels equipped with sealed ball-bearings. Eccentric wheel under each pony produces life-like prancing motion.

All electrical wiring is rubber-covered cord with quick disconnectors for maximum portability.

LIGHTING

Cornice has ten 18" fluorescent lights with rigidized, stainless steel reflector panels mounted on outside. Ten powerful, self-contained reflector-type floodlights illuminate interior.

DECORATION

Cornice is pleasingly and colorfully decorated. Ponies and buggies are beautifully finished by Allan Herschell craftsmen.

PORTABILITY

Can be loaded on a single 18-ft. truck body. Easy to set up and dismantle. Two men can erect the Kiddie Buggy Ride in 3-4 hours.

STANDARD EQUIPMENT

Tent top, sidewalls, center cover, crates and all tools necessary to set up and operate.

Allan Herschell Company Inc., N. Tonawanda, N. Y.

Allan Herschell KIDDIE AUTO RIDE with Fluid Drive



SPORTY and profitable! That's the brand new Allan Herschell Kiddie Auto Ride. The new fiberglass cars have up-to-the-minute styling. Kids know cars and when they see the new ones of Allan Herschell's they will itch to get behind the wheel and ride again and again.

"The new cars are beyond my expectations," said Floyd E. Gooding of Gooding Amusements, Columbus, O., with 100 rides in 8 traveling units. "They are the finest auto cars in the industry and I want to compliment you and I want to compliment Allan Herschell on such a splendid development."

The new wide and roomy seats hold two youngsters comfortably. There are two steering wheels per seat and each wheel has

its own horn button operating an electric horn. That's real rider participation!

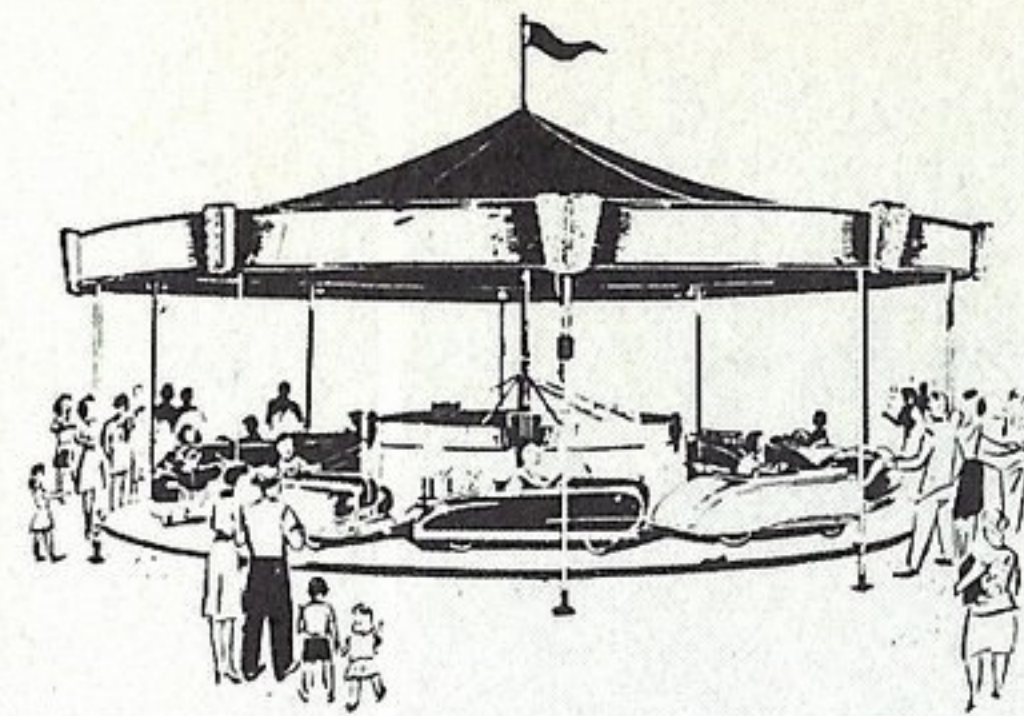
The Kiddie Auto Ride is simple and easy to operate. Because it is equipped with a fluid drive, there is no clutch to wear out or adjust. Full speed is attained *smoothly* in only 8 seconds. Starting and stopping are controlled by a timer and a magnetic motor starter which are mounted in an all-weather, cast-aluminum control box. Easier portability is achieved through lighter weight.

Buy an Allan Herschell Kiddie Auto Ride and you'll be the proud possessor of a ride that will give you lasting satisfaction and profits year after year.

SEE OTHER SIDE FOR SPECIFICATIONS



What fun kids will have in these brand new, low-slung cars with up-to-the-minute styling. Wider seat holds two comfortably. Each car has two steering wheels and each wheel has its own horn button operating a horn.



Allan Herschell KIDDLE AUTO RIDE

SIZE AND WEIGHT

Diameter at Platform: 22'6". Diameter at Cornice: 25'0". Overall height: 13'8". Weight: 5345 lbs. Can be set up in space 28'7" in diameter.

CAPACITY

Ride equipped with 8 cars.

DRIVE MECHANISM

Fluid drive is mounted on shaft of 1½ HP, three-phase, 220 volt, 60 cycle motor. (Single phase or 25 cycle motors also available.) No clutch to adjust or wear out. The ride is started and stopped by a timer and a magnetic motor starter which are mounted in an all-weather, cast-aluminum control box. Heavy duty worm gear reducer is driven by V-belts, requires only an annual check of oil level. All drive components are firmly attached to center members, making gear alignment positive.

CONSTRUCTION

Center unit is circular in shape, built of sturdy angle and channel iron. Center pole is firmly bolted to base plate. Steel platform-supports quickly lock at center and to outer jackstands — keep framework rigid, eliminate twisting.

Cornice is tempered hardboard mounted on angle iron frame. Platform built of seasoned lumber with angle iron on inner and outer edges for rigidity and long life. Cars are fiberglass. Seat is 25" wide. Two steering wheels per seat, each wheel with its own horn button operating a horn. Wheels have Alemite fittings, puncture-proof tires. New, exclusive car "hitch" prevents excessive wear on tires.

All electrical wiring is rubber-covered cord with quick disconnectors for maximum portability.

LIGHTING

Has ten 24" fluorescent lights with stainless steel reflector panels mounted on cornice. Interior illuminated with ten powerful sealed-reflector floodlamps.

DECORATION

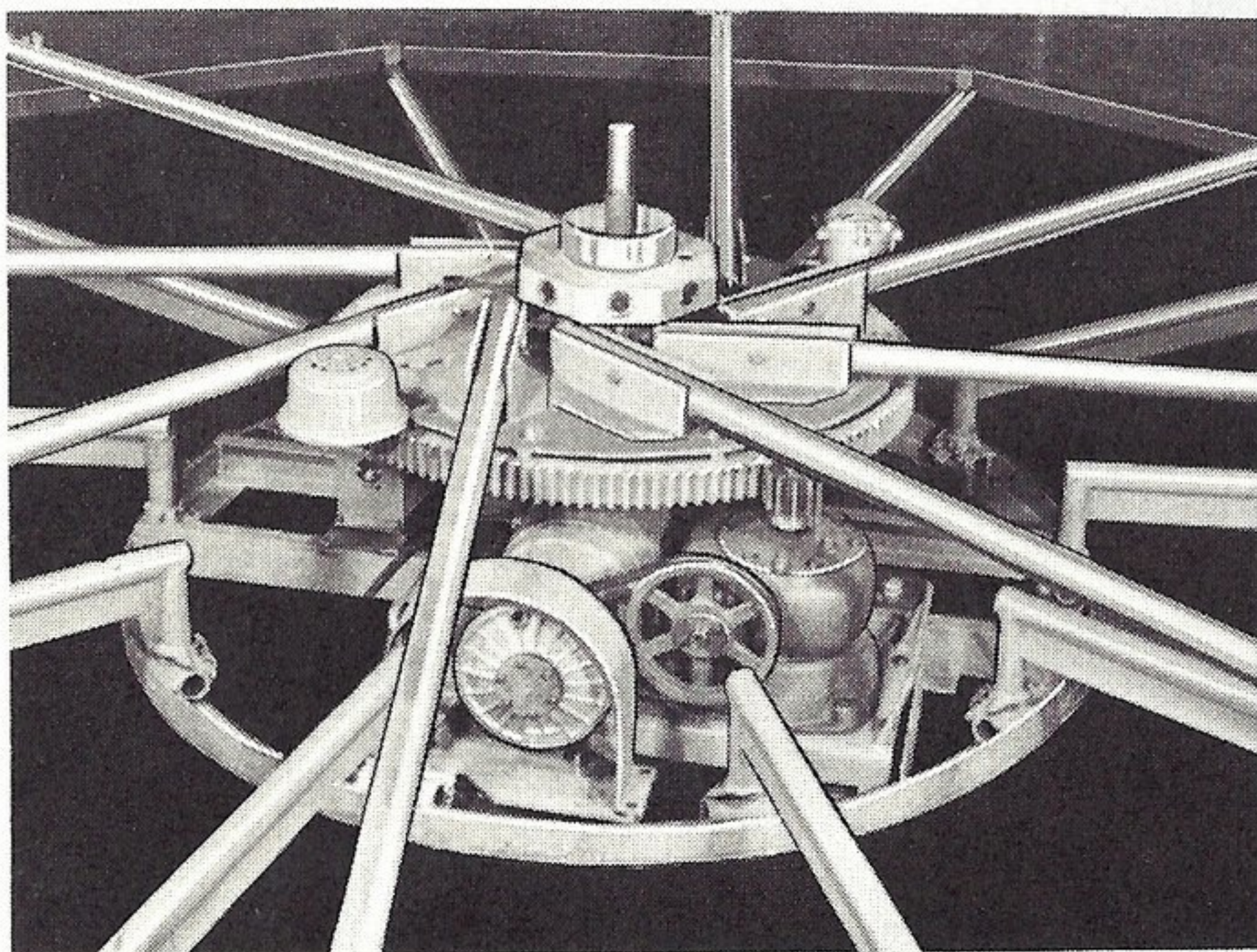
Same high quality materials and workmanship as on major Allan Herschell rides. Cornice is colorful and eye-appealing. Cars are brilliantly finished with hard-wearing enamel.

PORTABILITY

Easy to assemble, dismantle, transport. Can be loaded on a single 18 ft. truck body. Two-man crew can erect in 3-4 hours.

STANDARD EQUIPMENT

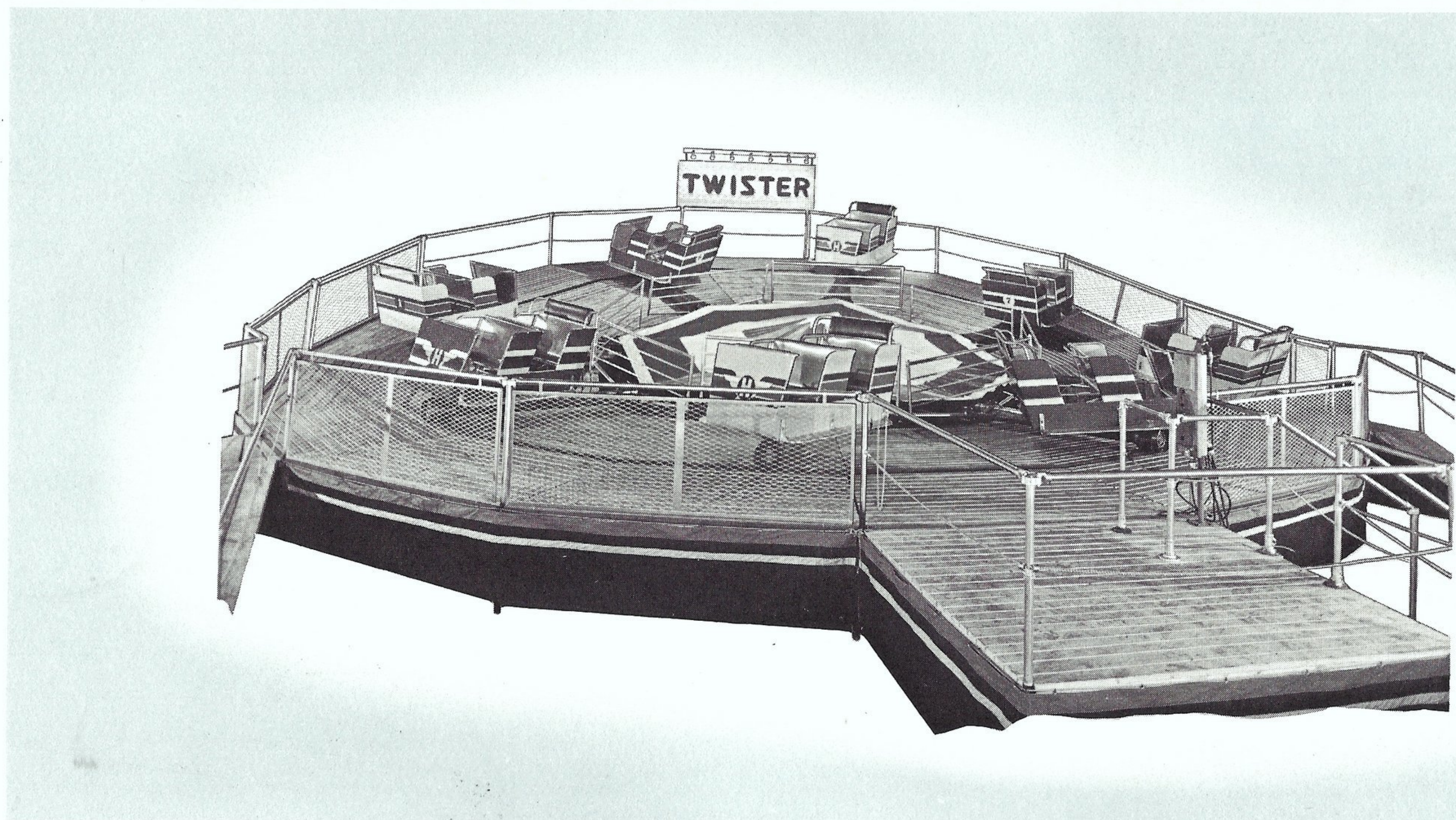
Tent top, sidewalls, center cover, crates and all tools necessary to set up and operate.



Fluid Drive mechanism is mounted on shaft of standard motor as a single unit. Smooth start, no clutch or brake to adjust or replace. All drive components are firmly attached to center members for positive gear alignment. Starting and stopping are controlled by a timer and a magnetic motor starter which are mounted in an all-weather, cast-aluminum control box.

Allan Herschell Company Inc., N. Tonawanda, N. Y.

Allan Herschell **TWISTER** with Fluid Drive



TREMENDOUS enthusiasm has greeted introduction of Allan Herschell's brand new major ride, the Twister. Entire first-year production was sold out in two weeks. "Allan Herschell has done it again," say park and carnival operators.

Larry Kane of Ronnie Amusements, Revere Beach, Mass., who got the first Twister, says: "It's much more than a flash-in-the-pan success. It's a good stabilized ride that will go on year after year."

Mrs. Mildred Eldred, Clemonton Lake Park, N. J., declares: "All ages stand in line to repeat on our Twister. It more than holds its own against strong competition from 11 other major rides. I love to stand at the side of our Twister and watch the people having a good time. How the teen-agers scramble for the back seats to get the maximum excitement."

"Lots of repeat rides," writes James E. Mulhern, Lake Quassa-

paug, Conn. "Some riders say it's more fun than a roller coaster. Grosses get better and better and they were good to start."

In the Twister, three different and distinct motions are blended into one thrilling ride with a pleasing sensation. The Twister cars rotate about a spindle on the end of a sweep while the sweeps revolve on the track which is level in front but inclined 16° in the back. By changing the speed of rotation, the operator can give the cars either a terrific spin or a gentle twirl, depending on the age of the riders.

Capacity of 32 adults means top grosses. Passengers are loaded and unloaded quickly and easily because air brakes steady the cars.

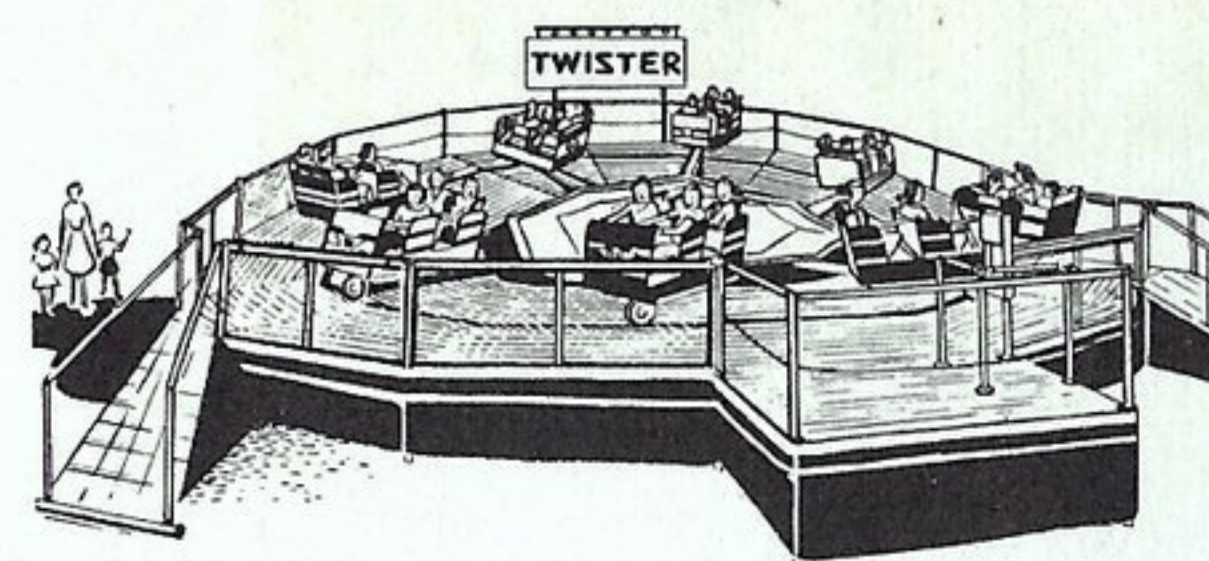
You will be proud to own an Allan Herschell Twister and will enjoy profits and pleasure from it for years and years.



SEE OTHER SIDE FOR SPECIFICATIONS



Cars have welded steel frame of 1-1/4" steel tubing, covered with heavy aluminum sheet. Cars are colorfully finished with tough enamel. Air brakes steady the cars when loading and unloading passengers.



Allan Herschell TWISTER

SIZE AND WEIGHT

Maximum Width: 45 ft.
Maximum Depth: 50 ft.
Weight (crated): 26,000 lbs. approx.

CAPACITY

8 cars, carrying 32 adults or 48 children.

DRIVE MECHANISM

Gasoline engine, 25 HP, or 2-speed 10 HP electric motor, both mounted on 4 wheels for portability. Clutch engagement and electric brake release are operated simultaneously from operator's station by an air cylinder which engages and disengages the clutch and applies and releases the electric brake. Power transmission is through a fluid coupling for smooth starts and trouble-free operation. Timer indicates proper time cycle.

CONSTRUCTION

Cars, equipped with airplane type safety straps, have welded steel frame of 1 1/4" steel tubing, covered with heavy aluminum sheet. Cars twist and turn on heavy Timken and ball bearings, mounted on rugged spindle which is welded to trussed sweeps. Outer end of sweep, under car, is supported by heavy single roller, rotating on sealed ball bearings, and sweep roller rides on standard high-carbon steel rail. Center drive, containing reducer, is constructed of steel tube and angle. Air compressor and drive on heavy duty casters are separate units for maximum portability. Strong, tubular trusses position and tie track and supporting jackstands to center drive. Platform is built of seasoned lumber, complete with outside and inside fence, hand-rails, and ramps.

LIGHTING

Ride is lighted by a festoon of 68 36-watt street railway lamps supported on pipes 10 feet high. One 11-foot tower with five 150-watt floodlights is on each side of loading platform. Additional illumination comes from seven 150-watt floodlamps on the 35" x 110" electro-polished Rigid-Tex stainless steel "TWISTER" sign.

DECORATION

Cars are colorfully finished with durable enamel. Platform is finished with battleship gray. Colorful banner encloses ride below platform. Center of ride is covered with a crown of bright, fire-resistant glass and plastic fabric.

ACTION

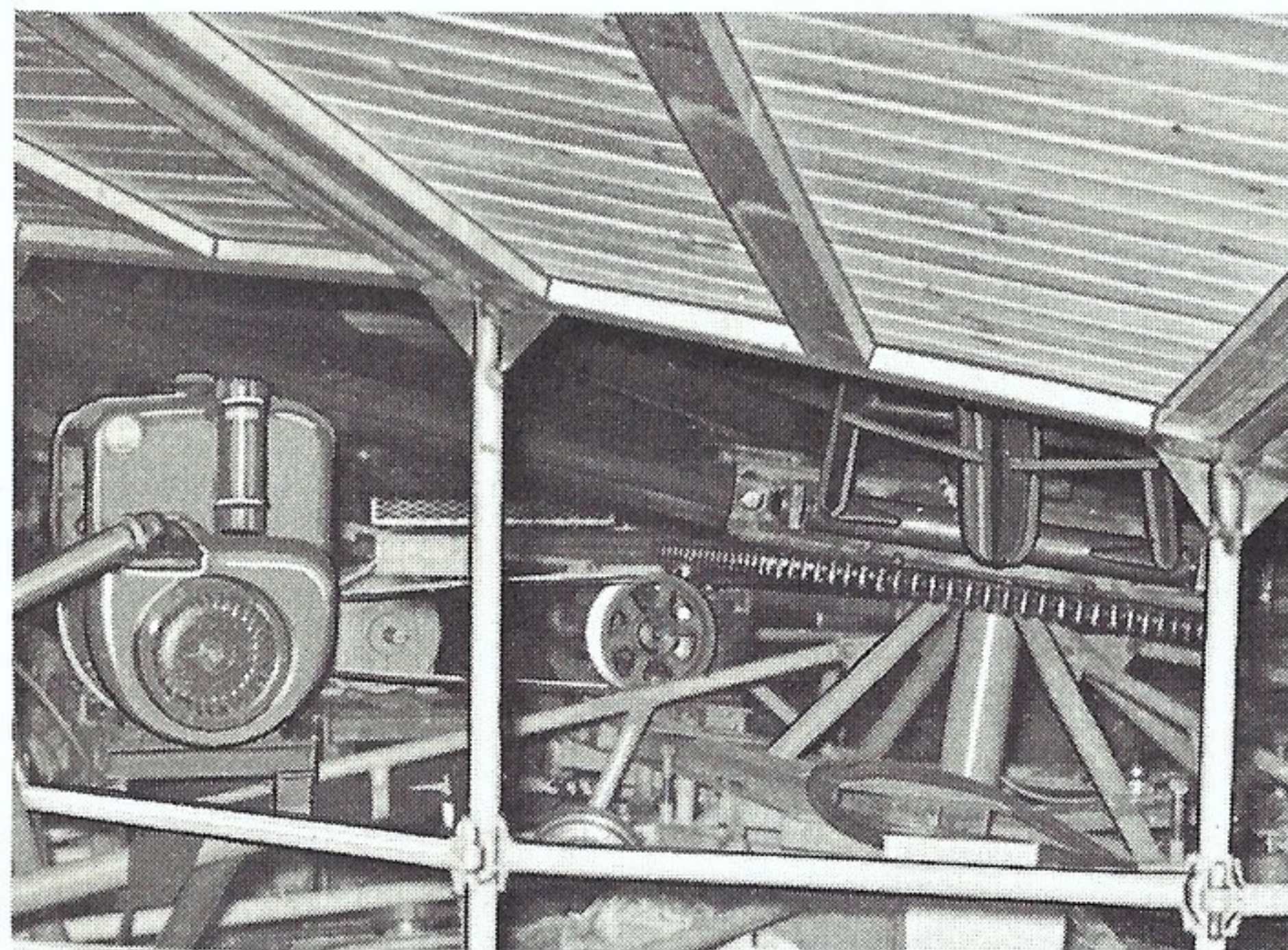
As the cars rotate on rail track, they go into an unpredictable series of twists and turns. Operator's throttle control permits a gentle or a very active action. Air brakes steady cars when loading and unloading passengers.

PORTABILITY

Loads on one 32 ft. flat-bed van trailer and one 20 ft. van or stake truck, or one 18 ft. stake truck with tailgate down. Can be set up by a 6-man crew in approximately 5 hours.

STANDARD EQUIPMENT

Lighting, car covers, bally cloth, fabric cover over drive in center, crates, and all tools necessary to set up and operate are provided.

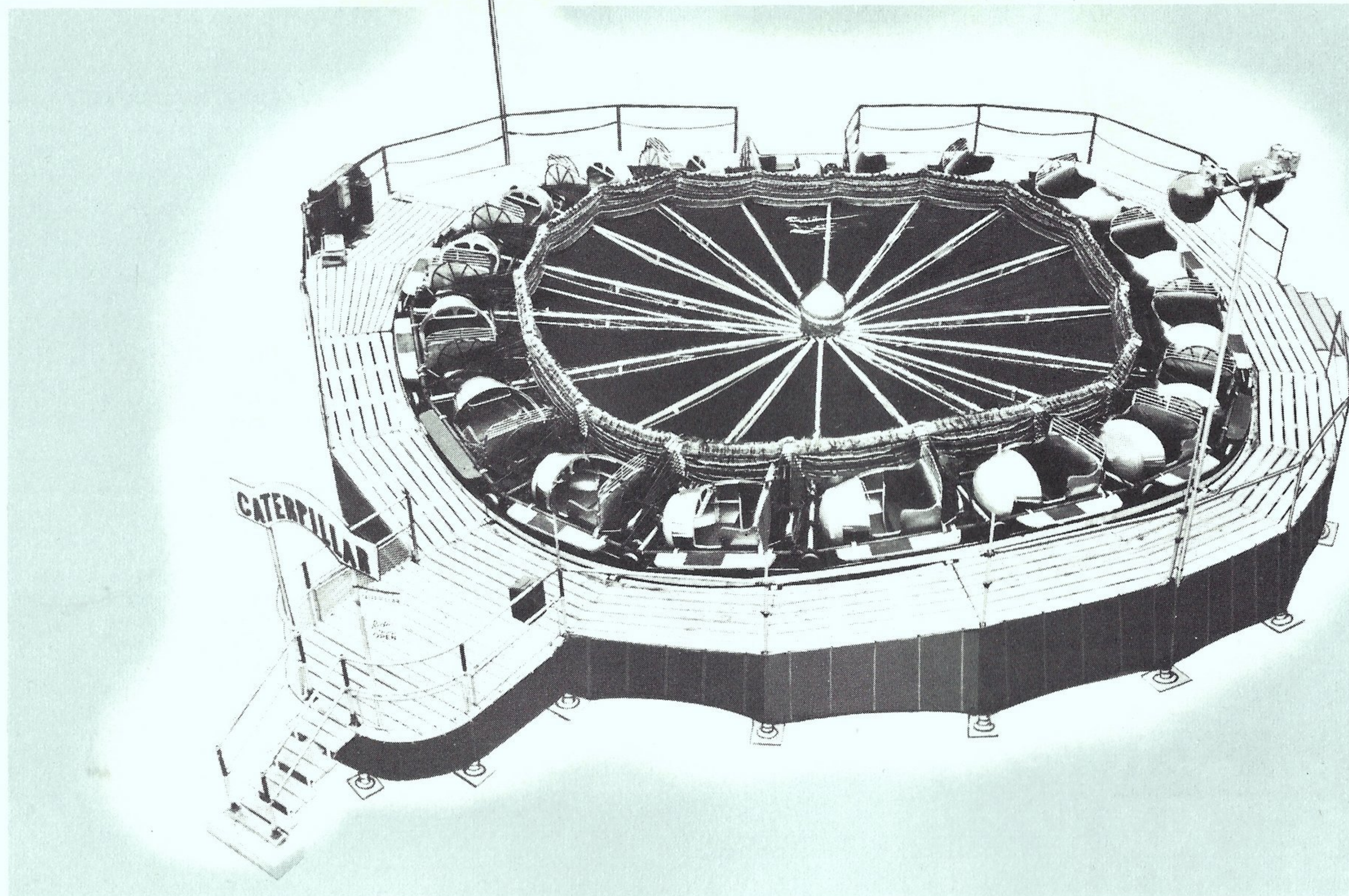


The Twister is driven by either a 25 HP gasoline engine or a two-speed 10 HP electric motor, both mounted on wheels for portability. Clutch engagement and electric brake are controlled at operator's station. Timer indicates proper time cycle.

Allan Herschell

CATERPILLAR

with Fluid Drive



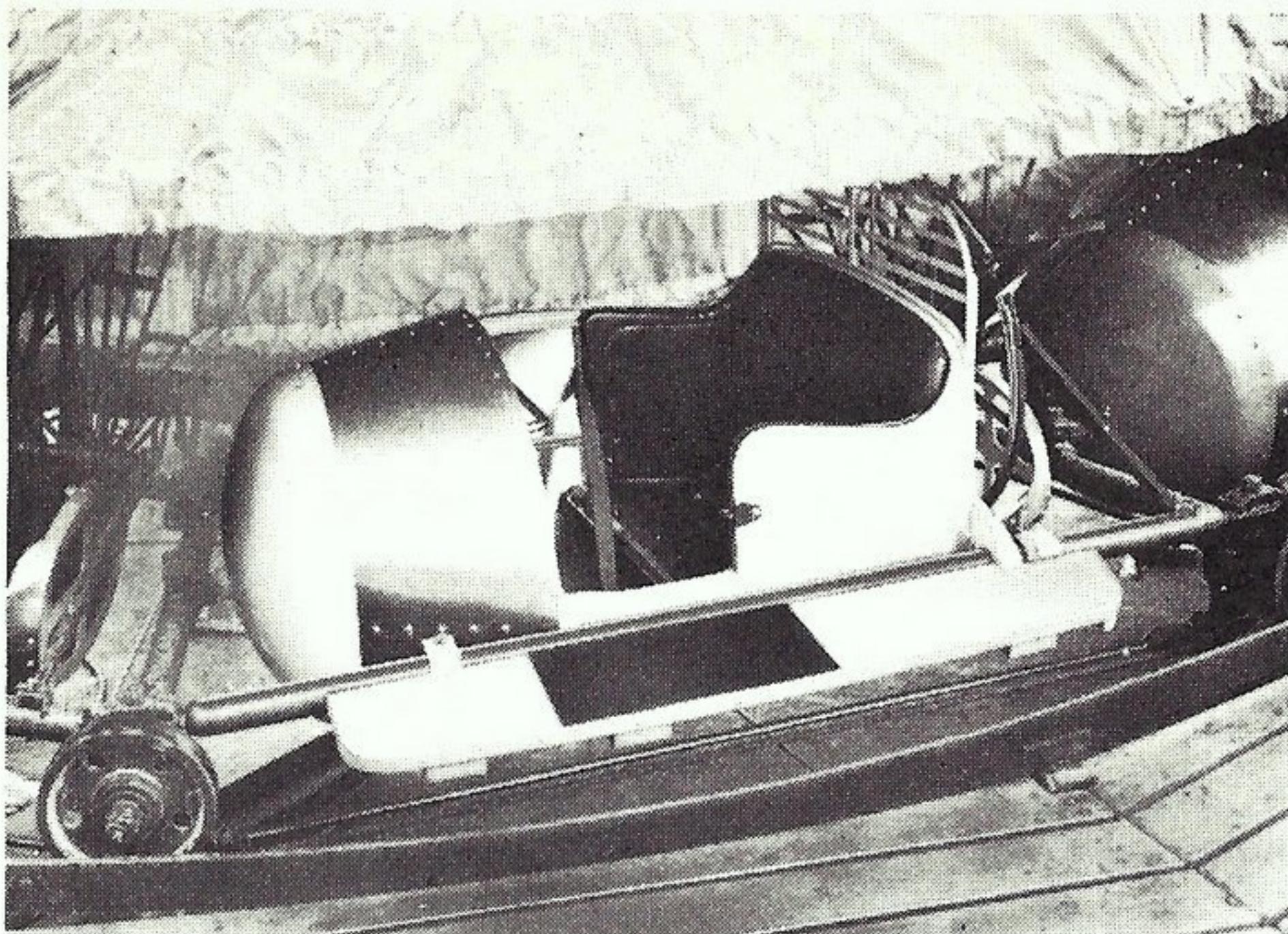
ONLY Allan Herschell builds the Caterpillar. *And what a ride it is!* Rates with the carrousel in popularity and is a record-breaker when it comes to earning capacity. Many owners have grossed over \$5000 in a single week with this flashy ride. New streamlining and illumination make the "Cat" a focal point at any park or carnival.

The Caterpillar has 18 gleaming aluminum cars, each of which is equipped with new type resilient cushions built to give long service. The Caterpillar will accommodate 36 adult passengers or 54 children. Peak loading time approximately 60 seconds!

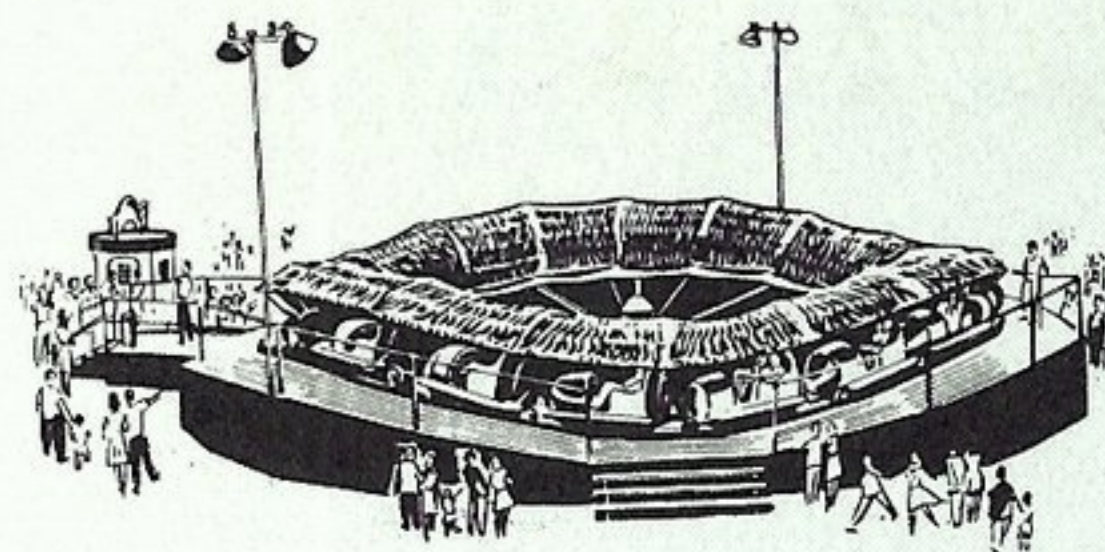
F. E. Gooding, President of the Gooding Amusement Co., has this to say about the Caterpillar: "The ride is attractive, has tremendous capacity, packs a great thrill, and is easy to erect and dismantle. In the amusement industry it is thoroughly agreed that the Caterpillar Ride is here to stay"! A. C. Rosenzweig of Eastwood Coaster Co., says: "A 'must' ride for a park or carnival . . . terrific attraction and a real flash especially when properly lit up at night."

For a steady, top-bracket gross, year in and year out, the Caterpillar is unsurpassed.

SEE OTHER SIDE FOR SPECIFICATIONS



Welded steel frame of Caterpillar car is covered with polished aluminum. Wheels are sturdy cast iron equipped with Timken Roller bearings. Axles are of alloy steel. New type resilient cushions are upholstered in leatherette.



Allan Herschell CATERPILLAR

Specifications

SIZE AND WEIGHT

Maximum Width: 50'—0". Maximum Depth: 57'—6". Weight (Crated): 29,000 lbs.

CAPACITY

Has 18 cars, carrying 36 adults or 54 children.

DRIVE MECHANISM

Gasoline: 28 h.p. unit mounted on four flat rim steel wheels for portability.

Electric: 20 h.p., 3-phase, 220/440 volt, 60 cycle A.C. motor.

Fluid drive and timer are provided on both gasoline and electric models.

CONSTRUCTION

Cars are built of rugged structural and cast steel frame and aluminum exterior; have resilient type cushions. Timken roller bearings and highest quality materials used throughout. Platform is built with strong, seasoned lumber. Tunnel is made of heavy canvas.

LIGHTING

Illuminated with 4 powerful floodlights mounted on steel poles.

DECORATION

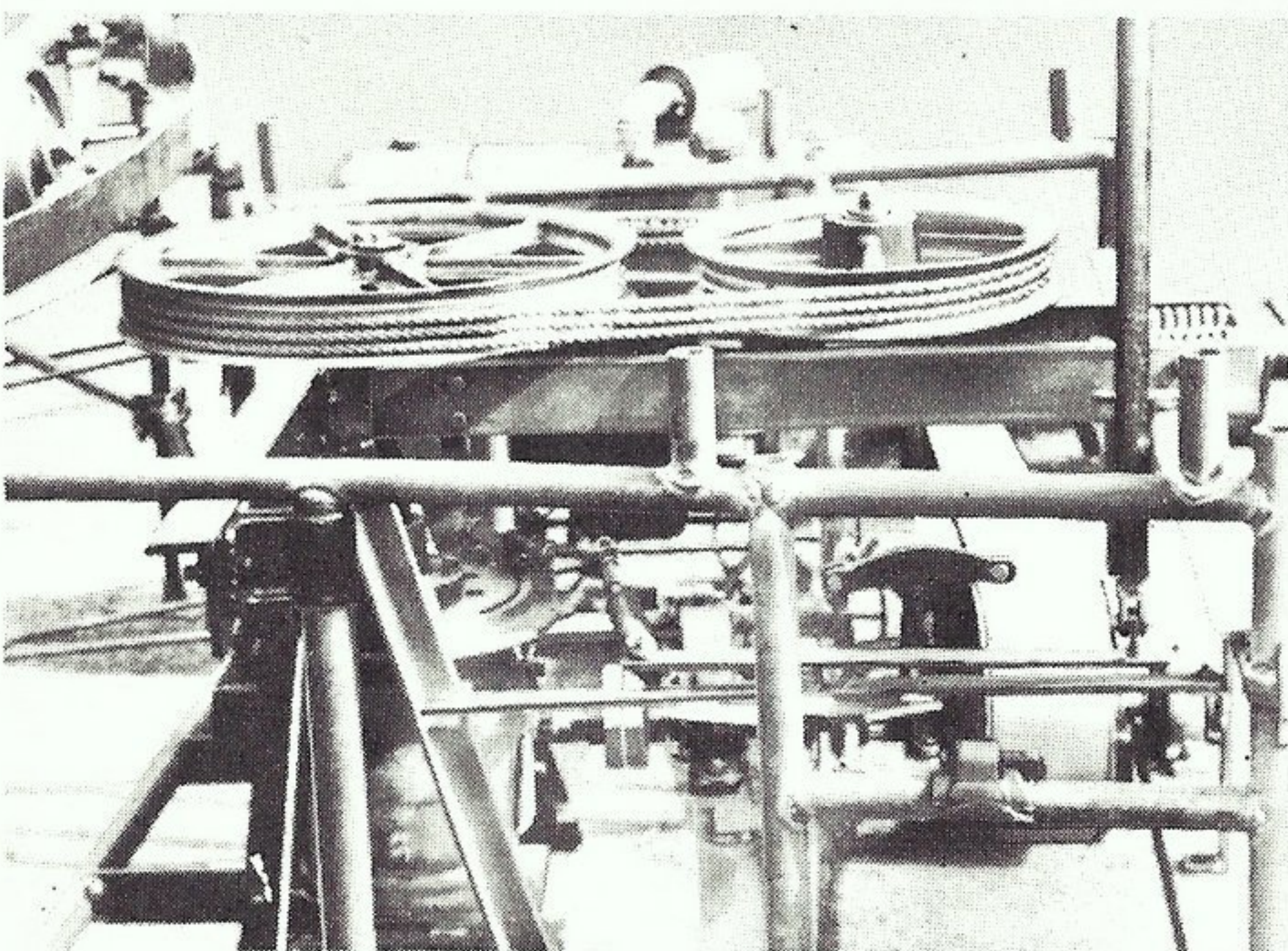
Cars are polished aluminum with the noses brilliantly painted in contrasting colors. Tunnel is high quality canvas, brightly striped in fade-resistant colors.

PORTABILITY

Loads on one 26 ft. and one 30 ft. van or semi. Can be set up by a 6-man crew in approximately 5 hours.

STANDARD EQUIPMENT

Crates and all tools necessary to set up and operate are provided. Portable model has bally cloth.



The Caterpillar is powered with either gasoline engine or electric motor. Shown above is portable gasoline driven unit. Oversize gear box provides trouble-free operation. Smooth starting insured by large 14", four-jaw clutch on gasoline driven unit.

Allan Herschell Company Inc., N. Tonawanda, N. Y.

ALLAN HERSCHELL ACCESSORIES

MERRI-ORG

Successor to the band organ! Smartly designed, sturdily built and precision-engineered to provide sound reproduction at its best. Automatically plays and changes ten 10" or ten 12" recordings. Remarkable fidelity even at full volume. No distortion, fading, or "rattling." The Merri-Org is equipped with 36-watt amplifier and two 12" speakers. Has single-knob control and one-point suspension type automatic record changer. Cabinet is built of durable plywood, finished in hard-wearing enamels and decorated with sparkling chrome and stainless steel trim. Ample space provided for storage of records.

Lightweight construction makes the Merri-Org extremely portable. It is 35" wide, 43" high, and 24" deep, weighing 160 lbs. net and 200 lbs. crated. Two men can dismantle and cover it for moving in only five minutes; heavily padded cover furnished. Mechanism is ruggedly built to reduce maintenance costs to a minimum.

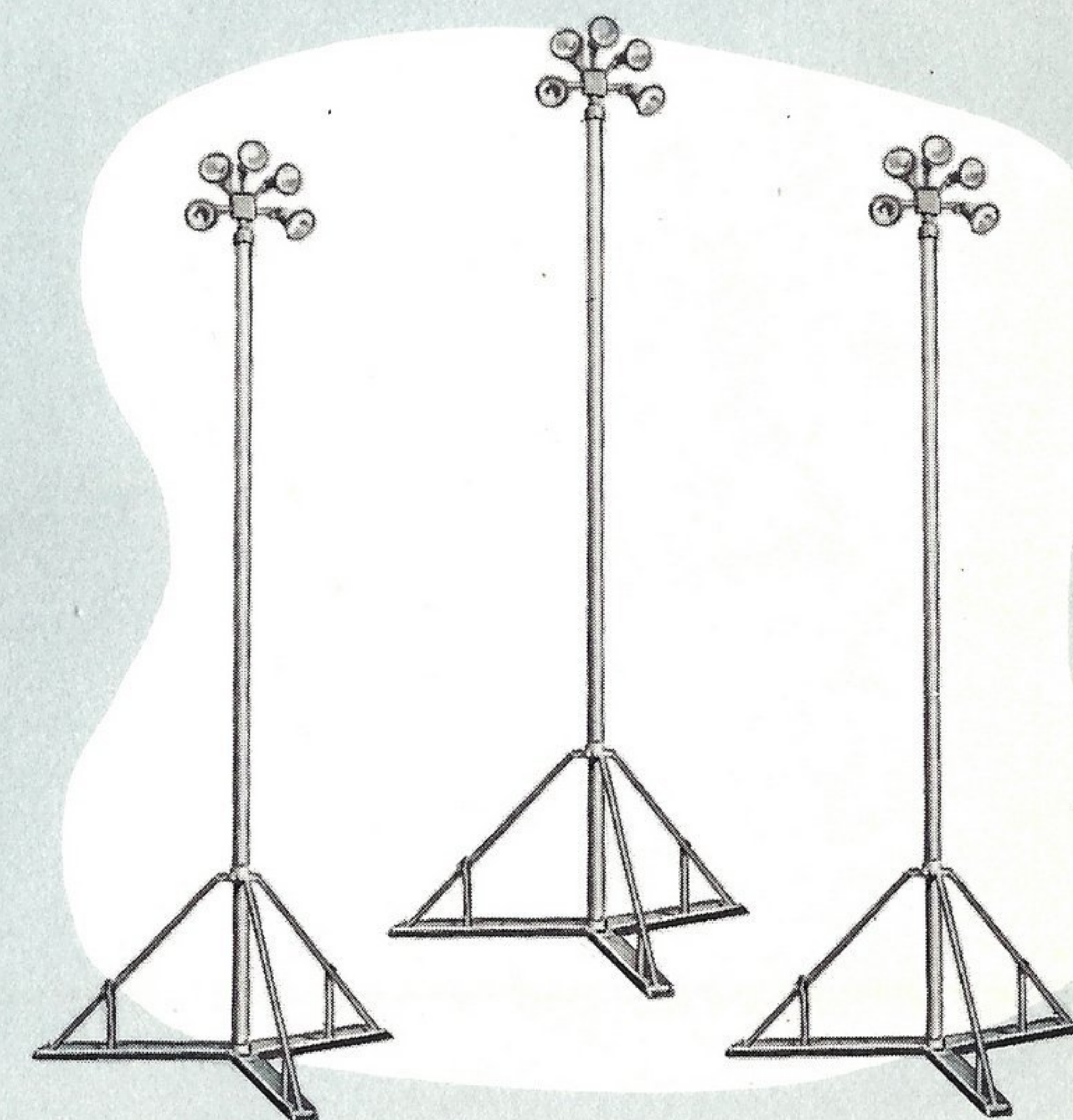
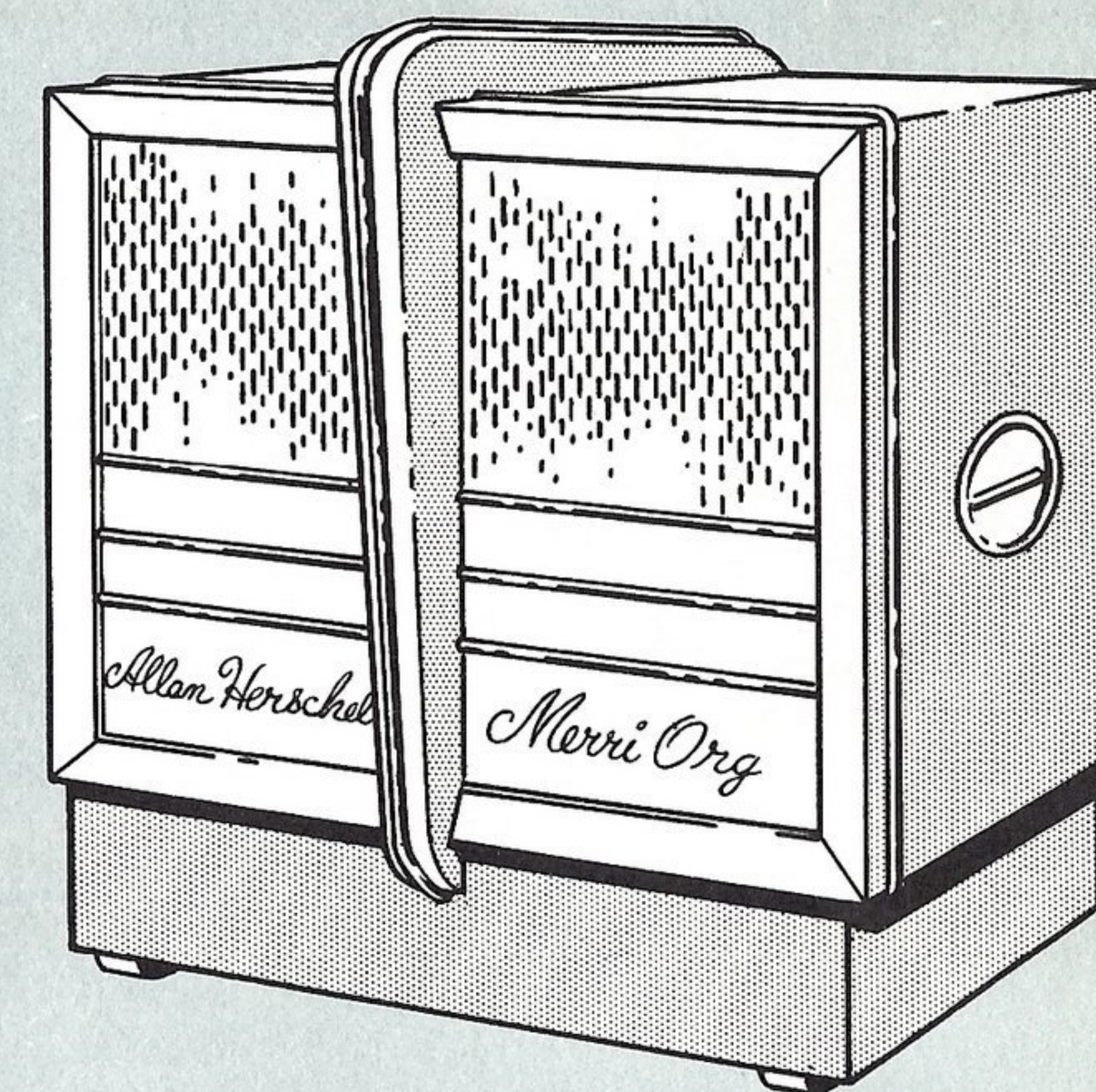
RECORDS

Because certain old-fashioned band organ tunes — waltzes, polkas and marches — have become identified with Merry-Go-Rounds through the years, Allan Herschell has had them faithfully reproduced and offers them on 10" 78 r.p.m. records and on tape. Write for lists of tunes.

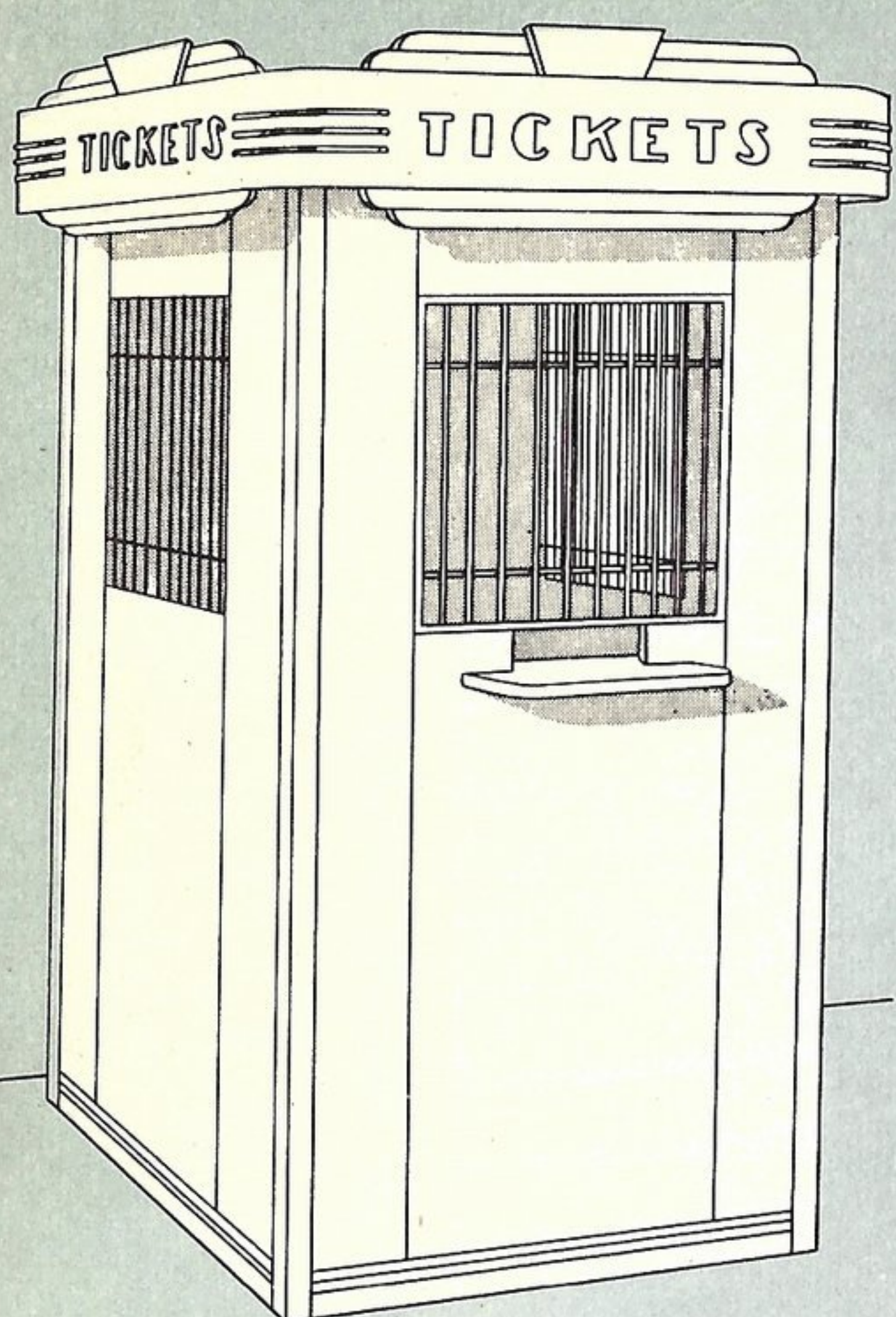
LIGHT TOWERS

There is nothing like a ride which is brightly lighted. People are drawn to it irresistibly because it looks so lively and full of fun.

The best way to make any ride look better at night is by illuminating it with Allan Herschell Light Towers, illustrated at right. The towers are 11' 7" high and each has five 150-watt flood lights at the top. They are designed for easy portability.

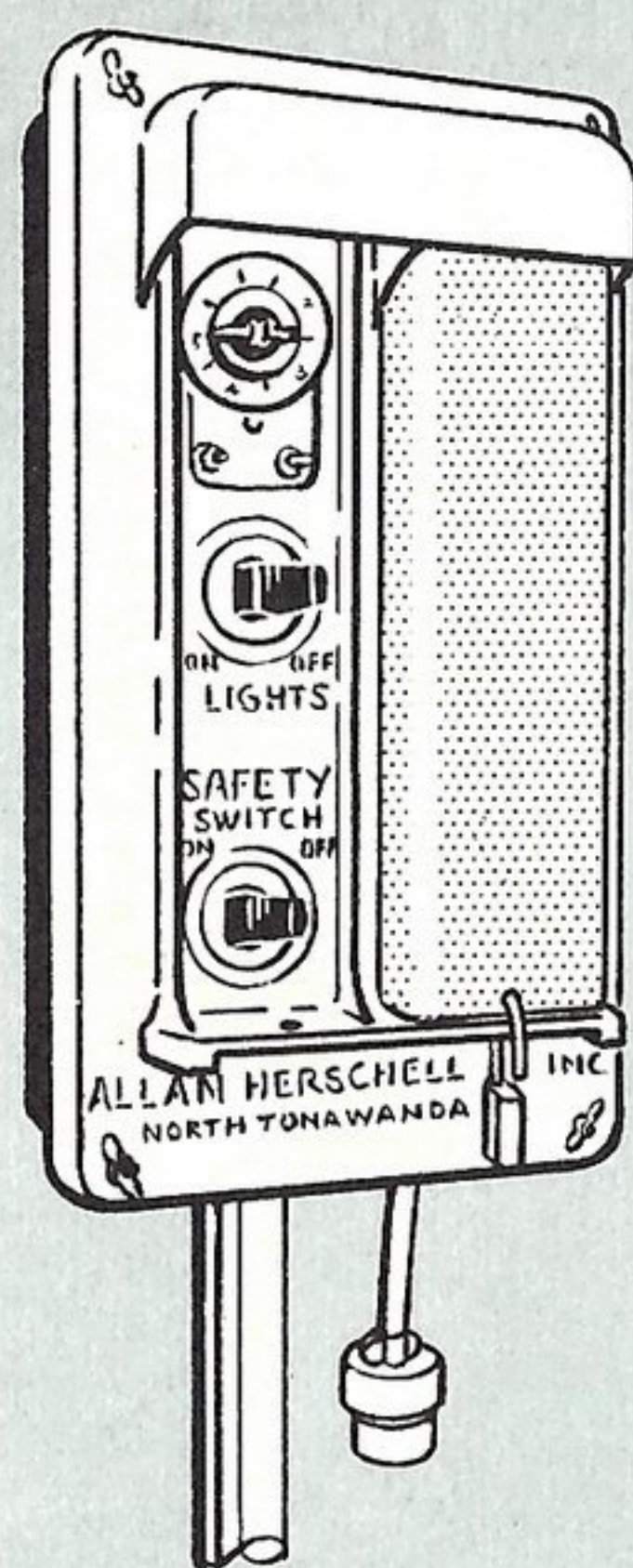


ALLAN HERSCHELL ACCESSORIES



TICKET OFFICE

Ruggedly constructed of beautiful fibreglass, steel, and aluminum. The entire frame is made of angle iron, built to stand up under years of rough usage. Roomy and well lighted for efficient working, yet compact and easily handled. Weighs approximately 400 lbs. crated (two crates). Quickly set up and dismantled.



TIMER

The new Allan Herschell timer now is standard equipment on all Allan Herschell rides and is available as accessory equipment on rides not having a timer. A timer, which automatically starts and stops a ride, is indispensable for proper ride management. Too long a ride is worse than too short a ride because it satiates the customers and sends them home. The right amount of ride keeps your customers in a happy and repetitive frame of mind.

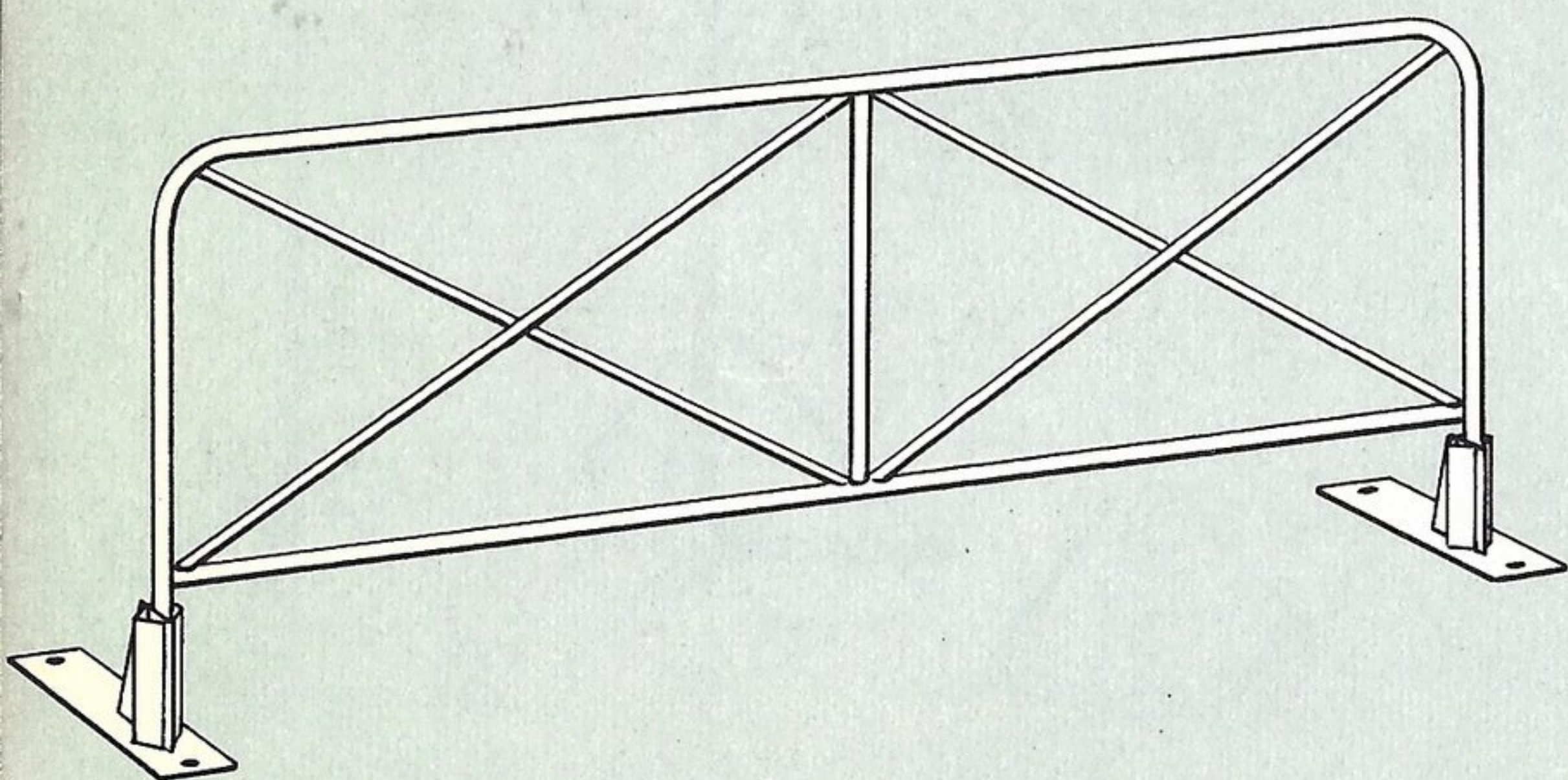
The timer and all other controls for one ride are housed in a heavy, all-weather, cast-aluminum box with an auxiliary "night" cover for locking when ride is not in use. Each box contains the following:

Hand-operated timer with 0-5 minute range, magnetic motor starter actuated by timer, motor safety disconnect switch, light switch, jog switch for positioning ride, switch for ride accessories, and fuses.

FENCE

Allan Herschell fence sections are of great use for fencing off open rides such as the Jolly Caterpillar, for marking out certain sections of a park, or for creating traffic patterns.

Fence is of tubular construction with criss-cross flat strips as supporting members. A section is 7' 9" long, 3' high, and weighs 25 lbs.



ALLAN HERSHELL

... rides that bring pride, pleasure and profits to their satisfied owners!



PRICE LIST

- ★ BUILT BETTER . . .
- ★ TO LAST LONGER . . .
- ★ WITH LESS MAINTENANCE

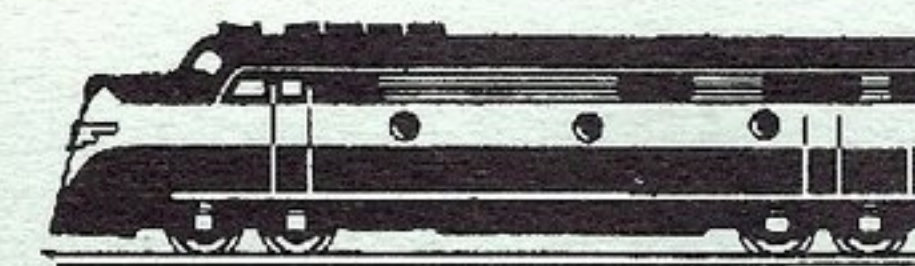
"Once around is never enough"



Amusement Rides

ALLAN HERSHELL COMPANY INC.

1165 CLINTON STREET • BOX 465 • BUFFALO 5, NEW YORK
TELEPHONE TA 5-8300 AREA CODE 716



This is the Power Unit used on all G-16 Models.
COMMUTER—SUBURBAN—LIMITED—TRANSCONTINENTAL

MODEL G-16 COMMUTER



Length 43' Seating Capacity 24 Adults

Commuter to consist of a Locomotive, 1 Center Coach, 1 Observation Coach; Train equipped with air brakes on every wheel of the entire Train, revolving Zig-Zag lights front and rear; Locomotive equipped with Electric Bell and Air Horn.

Locomotive will handle up to four additional cars.

MODEL G-16 SUBURBAN



Length 60' Seating Capacity 36 Adults

Suburban to consist of a Locomotive, 2 Center Coaches, 1 Observation Coach; Train equipped with air brakes on every wheel of the entire Train, revolving Zig-Zag lights front and rear; Locomotive equipped with Electric Bell and Air Horn.

Locomotive will handle up to three additional cars.

MODEL G-16 LIMITED



Length 85' Seating Capacity 48 Adults

Limited to consist of a Locomotive composed of one "A" and one "B" Power Unit, 3 Center Coaches, 1 Observation Coach; Train equipped with air brakes on every wheel of the entire Train, revolving Zig-Zag lights front and rear; Locomotive Units each equipped with Electric Bell and Air Horn.

Locomotive will handle up to eight additional cars.

MODEL G-16 TRANSCONTINENTAL



Length 143' Seating Capacity 84 Adults

Transcontinental to consist of a Locomotive composed of two "A" Power Units and one "B" Power Unit, 6 Center Coaches, 1 Observation Coach; Train equipped with air brakes on every wheel of the entire Train, revolving Zig-Zag lights front and rear; Locomotive units each equipped with Electric Bell and Air Horn. Can be operated as one complete three power unit train or as a Suburban and a Limited Train.

Locomotive will handle up to twelve additional cars.

A Locomotive can consist of one, two, three or more Power Units, these Power Units being either "A" Lead Units or "B" Booster Units. The control of the Train in a multiple Unit Locomotive is all handled from one cab by one operator. Each Unit, either "A" or "B", is powered by a gasoline air cooled industrial engine driving through a Fluid Coupling or Clutch, and a reversing Transmission to both trucks and all wheels.

RIDE PRICES

Effective October 1, 1960

COMPLETE
RIDE

Carrousel—36' 20 Horse		\$15,950.00
Carrousel—36' 30 Horse		17,975.00
Carrousel—45' 60 Horse	(Horses—solid colors—	\$32,250.00
Carrousel—Kiddie		7,650.00
G-16 Adult Trains (See opposite page for details)		
Commuter		11,100.00
Suburban		13,200.00
Limited		20,650.00
Transcontinental		33,150.00
"1865 Locomotive, Tender and 2 coaches		14,950.00
Trackless Train, Locomotive and 3 Coaches		21,000.00
G-12 Kiddie Train		4,490.00
Helicopter		
Equipped with Single Phase Electric Motor	*\$11,000.00	11,750.00
Equipped with Three Phase Electric Motor	* 10,800.00	11,550.00
Roadway Ride or Pony Cart		
4 Car Ride per Layout KH-174		5,705.00
4 Car Ride per Layout KH-47		5,705.00
5 Car Ride per Layout KH-48		6,810.00
6 Car Ride per Layout KH-51		7,915.00
Paddle Boat		6,950.00
Jolly Caterpillar		6,250.00
Sky Fighter	* 6,150.00	6,650.00
Roller Coaster 33'0" x 108'0"		
Equipped with Single Phase Electric Motor or Gasoline Motor		10,950.00
Equipped with Three Phase Electric Motor		10,750.00
Kiddie Boat Ride	* 3,550.00	5,950.00
Kiddie Auto Ride	* 4,650.00	5,950.00
Tractors—Brownie 2-Seater		475.00
Twister, with Trailer		27,500.00
Caterpillar		34,500.00
Mad Mouse		35,500.00
Mite Mouse		23,950.00
Sky Wheel, complete with 2 integral trailers		110,000.00
Jupiter, complete with Trailer		25,000.00

TERMS—F. O. B. Buffalo, N. Y.

Cash Basis—10% Deposit to accompany Order. Balance—Net Cash at time of Shipment.

Finance Plan—10% Deposit to accompany Order. 23-1/3 at time of shipment. Time Balance (Unpaid Balance plus Time Price Differential) by Note maturing over three operating Seasons, and secured by Conditional Sales Contract.

Set-Up Charges—Factory Representative if engaged to supervise erection of Rides—\$50.00 per day Portal to Portal plus Travel and Subsistence Expense, on all Rides except G16 and "1865" Miniature Trains.

*Starred prices for Basic Ride—consisting of Drive, Sweeps, Timer, Vehicles, Tools and Center Cover.

ACCESSORY PRICES

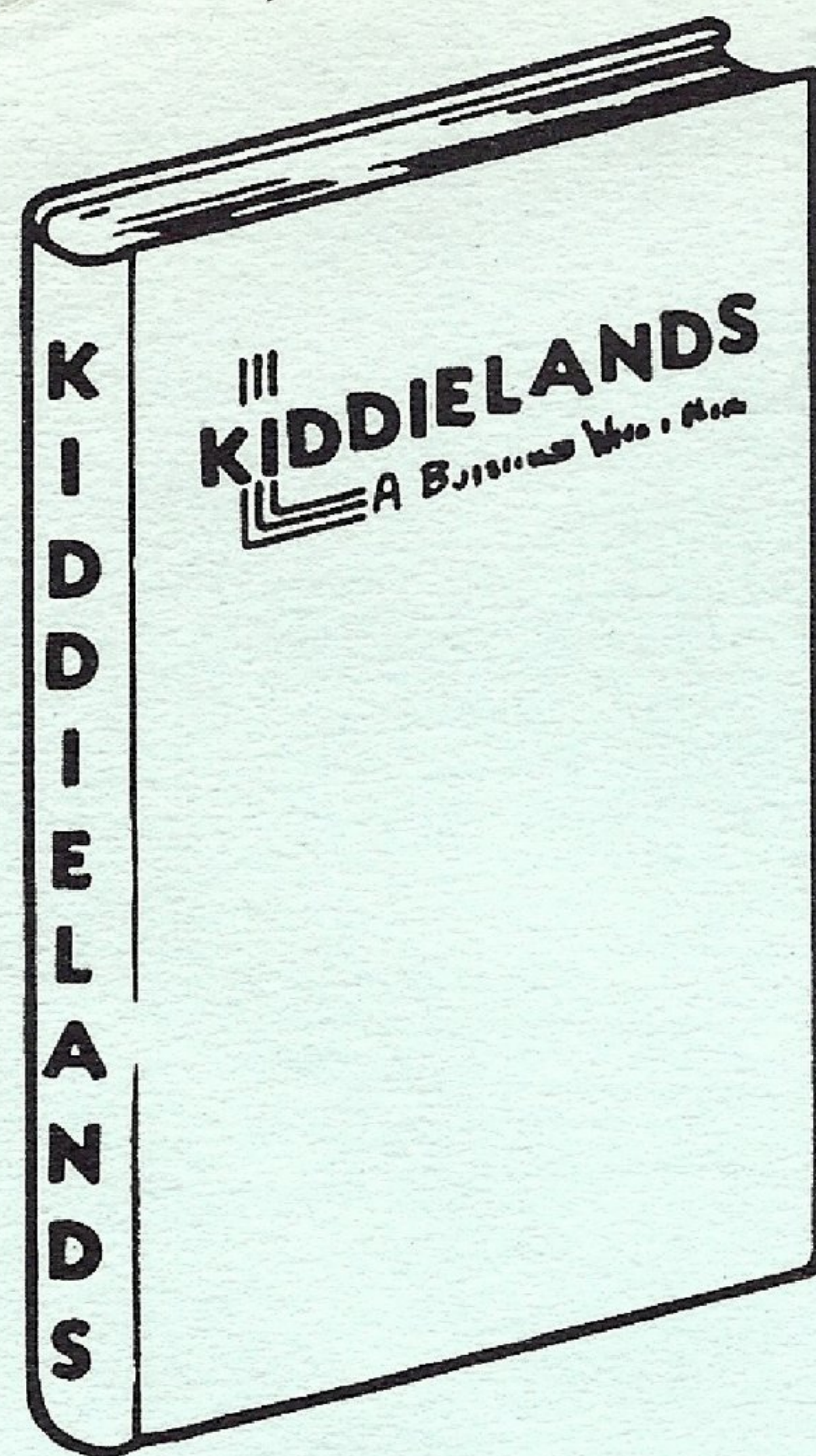
RIDE ACCESSORIES—	PRICE
Music Miracle — Stereo	\$ 795.00
Music Miracle — Monaural	495.00
Band Organ Records 78 R.P.M.	1.50
Band Organ Tunes on playback tape	15.00
Ticket Office	695.00
Light Tower	110.00
Roller Coaster Car, complete with cover	1,100.00
Roadway Car, complete with cover	725.00
Pony Cart, complete with cover	725.00
Fence for Roller Coaster	295.00
Fence — Sectional (Per Section 7'9" long, 3' high)	25.00
Kiddie Merry Go Round pole raiser	100.00
Helicopter Trailer with canvas	795.00
Track for Jolly Caterpillar	600.00
G-12 TRAIN ACCESSORIES—	
Additional Coach Complete with Truck, (Locomotive has reserve power to pull up to three additional coaches.)	Each 420.00
Track Straight Sections 5' and 10' lengths. Per ft.	2.00
Track Curved Sections (12 sections compose a complete circle of 30' diameter.) Per section	20.00
Turnout Switch Furnished for left or right hand	Each 175.00
G-16 TRAIN ACCESSORIES	
Locomotive "A" (lead) Unit	6,850.00
Additional Center Coach Complete with Trucks, Capacity 12 adults	2,100.00
Observation Coach Complete with Trucks, Capacity 12 adults	2,150.00
Turnout Switch Complete with control stand, right or left hand in 14", 15" or 16" gauge	Each 395.00
Hydraulic Hoist Complete with controls	425.00
Work Car For 14", 15" or 16" gauge track	500.00
"1865" TRAIN ACCESSORIES	
Additional Center Coach Complete with Trucks, Capacity 12 adults	Each 2,500.00
TRACKLESS TRAIN ACCESSORIES	
Locomotive	Each 7,500.00
Coaches Capacity 18 adults	
24 children	Each 4,500.00
ACCESSORIES FOR ALL TRAIN INSTALLATIONS	
Crossing Signal Complete with Automatic Controls	350.00
Crossing Gate Complete with Automatic Controls	1,100.00
Block Signal Complete with Automatic Controls	
New 3 Light Model	225.00
Track Gauge Indicator Shows gauge and bank of track. Specify for 14", 15", 16" or 24" gauge track	95.00
Zig-Zag Light White lights for locomotives, red for observation car	60.00
Locomotive Bell Complete with Motor Controls 6 Volt	85.00

F.O.B. Buffalo, N. Y.

Prices Subject to Change Without Notice

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GENERAL INFORMATION

When ordering any Allan Herschell ride, be sure to specify voltage and cycle of motor required, and indicate whether you want three-phase or single-phase motor. As a general rule, three phase motors are recommended because they are more economical to operate and usually give more trouble-free performance. However, single phase current is often more readily available and therefore is usually selected for portable operations.

All motors and other components furnished with Allan Herschell rides are top-quality and fully guaranteed by the manufacturer. Should servicing be required at any time, it is suggested that the local office of the motor manufacturer be contacted direct.

Allan Herschell Company, Inc., guarantees, for a period of three months after date of shipment, that all parts, exclusive of light bulbs, are in good condition and free from any defects in workmanship or materials.

The company further agrees to replace without charge, within the three month guarantee period, any part returned prepaid which, in the opinion of the company, is found to be defective. There is no other warranty, expressed or implied.

**COME TO ALLAN HERSCHELL FOR QUALITY CANVAS
AND GENUINE PARTS FOR ALLAN HERSCHELL AND SPILLMAN RIDES**

**104 OLIVER ST., NORTH TONAWANDA, N. Y. (NEAR BUFFALO)
TELEPHONE: LUDlow 4300**

ALLAN HERSCHELL COMPANY, INC.

AND

MINIATURE TRAIN CO., (DIV.)

104 OLIVER ST., NORTH TONAWANDA, N. Y., (NEAR BUFFALO)

TELEPHONE: LUDlow 4300

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